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I. Introduction

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.

Planning Process

CEDIK (Community and Economic Development Initiative of Kentucky) 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 (Appendix). A full timeline is provided in Figure XX.

The Previous Plan

This is a comprehensive update from 2016 Mason County/Maysville Comprehensive Plan. The full plan can be found online, but it’s useful to highlight some of the findings from the previous plan to determine the context of which the previous plan was crafted (Table 1) and the ensuing goals and objectives that were created as the result of the planning process (Table 2).¹

Table 1. 2016 Maysville/Mason County Comprehensive Plan Identified Strengths and Weaknesses

Community Strengths	Community Weaknesses
Location	Inadequate sewage disposal in the rural areas of the County leading to pollution problems and possible health concerns.
People: The population is regarded as friendly, willing to support local activities, hard-working, etc	Visual blight resulting from littering, dumping of garbage/trash, substandard structures, junkyards, etc., and lack of attention being paid to aesthetic values.
The community’s diversified economy.	The aging of the population and the related need for support services, housing, etc.
Educational resources are one of the County’s strong points.	The problems related to tobacco farming and the need to fill the void created by its decline.
Pending Transportation Improvements will help to alleviate some of the congestion problems	The need for more assisted/affordable housing. It is increasingly difficult for a large segment of the population to find decent affordable housing.
The great number of churches and the many civic-volunteer organizations are seen as stabilizing factors in the community	The low level of citizen involvement in community issues.
The richness of historic value in the community provides strong reference points and offers additional opportunities for tourism development.	Inadequate protection of watersheds.
The small size and relative compactness of the County lends itself to effective administration and community closeness.	Inadequate protection of historic sites and structures.
Excellent medical facilities and health services.	Inadequate infrastructure in rural areas to meet the needs of more intensive development
The availability of land and the quality of soils for farming.	Aging infrastructure, including the sewer and floodwall systems in the city and road system in the county.
The potential to strengthen the community’s role as a small regional growth center.	The lack of sufficient local governmental resources (money, staff, etc.) in meeting increasing demands for services.
The assistance of Buffalo Trace Area Development District resources as well as state and federal government offices.	Traffic congestion in some areas, largely during peak hours in a few spots.
Cooperation of local financial institutions in local development projects.	The need for additional recreational resources and the conservation of natural areas.

¹

<https://cms5.revize.com/revize/maysville/Document%20Center/Forms/New%20node/Planning%20&%20Zoning/Maysville-and-Mason-County-Comprehensive-Plan-2016.pdf>

People from outside the community who have been willing to invest in preservation and other projects.	Drug addiction to pain killers, heroin, and other illegal drugs has become a major problem.
Cooperation between City, County, and the Buffalo Trace Area Development District.	
The emergence of a vibrant cultural arts district.	
The positive impact of commerce via the Ohio River.	

Table 2 2016 Maysville/Mason County Comprehensive Plan Goals and Objectives

Themes and Goals	Objectives
<p>Transportation: To encourage the development and maintenance of a diverse transportation and communication system that will move people, goods, and information effectively</p>	<ol style="list-style-type: none"> 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 South Loop around the south side 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 may want to consider traffic flow changes in the downtown business district, utilizing input from the Maysville Main Street Board. 5. Support the improvement of Kentucky Highway 8 from the Harsha Bridge to downtown Maysville. 6. Continue to maintain the Simon Kenton Bridge. 7. Stay current with high-tech changes taking place, including the KentuckyWired project, which plans 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
<p>Economic Development: To support the development of a broad-based economic system that leads to improvements in quality of life by providing enhanced employment opportunities, a diversity of goods and services, and a strong revenue base.</p>	<ol style="list-style-type: none"> 1. Support the attraction of additional industrial and commercial activities from outside the County, including the promotion of recruitment efforts. 2. Continue to support the 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. 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 and market agri-business farms and agri-tourism. 8. Utilize resources to retain members of the Millennial Generation, as well as provide amenities that will attract members of the generation from outside the community.
<p>Public Facilities and Services: To provide the people of Maysville and Mason County with an adequate level of</p>	<ol style="list-style-type: none"> 1. Continue the upgrading and expansion of the utilities necessary to meet future development requirements, and to meet compliance with mandatory changes to the combined sewer outflow system as well as integration of new strategies dealing with storm water runoff. Locations of wireless, cellular communications, and similar facilities shall be determined so as not to be offensive to residential or scenic areas; co-location shall be required when possible. 2. Continue to support a leadership/entrepreneurship programs for all school levels.

<p>community facilities and services to meet their basic needs and enhance their quality of life.</p>	<ol style="list-style-type: none"> 3. Continue to support Maysville Community & Technical College and the Kentucky Community and Technical College System for the benefit of existing and proposed industries in 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 County Recreation Park. 6. Maintain adequate staffing and equipment in the protective services to meet increasing demands associated with growth. 7. Continue consistent review and enforcement of regulations applicable to land use changes and development. 8. Continue to support a comprehensive program of health care and social services for all citizens, ensuring land use criteria are met.
<p>Housing: To support the development of a program that ensures an adequate supply of standard housing units for all citizens of Maysville and Mason County.</p>	<ol style="list-style-type: none"> 1. Continue 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. 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 the local Habitat for Humanity housing program. 5. 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.
<p>Land use and the Environment: 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.</p>	<ol style="list-style-type: none"> 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. 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 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 where possible. 7. Reduce drainage and soil erosion problems through the enforcement of development requirements and 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. Promote the creation of a watershed management plan utilizing NRCS.
<p>Historic Preservation: To preserve the historic sites, structures, and events in Maysville and Mason County</p>	<ol style="list-style-type: none"> 1. Continue support of downtown Maysville revitalization and Old Washington Preservation programs 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.

<p>consistent with the wise use of resources.²</p>	<ol style="list-style-type: none"> 5. Encourage property owners to preserve and maintain historic properties county-wide, and further protect them from demolition by neglect. 6. Review and revise the list of historic sites and structures to ensure current 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 Maysville and Washington Historic Districts and utilize the Master Gardeners for upkeep.
<p>Rural and Agricultural Areas: To ensure that the rural farmland areas of Mason County are adequately provided for in the Comprehensive Plan.</p>	<ol style="list-style-type: none"> 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 farmers' 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 through- out the County. 6. Develop programs to support the retention of productive farmland.

² There were specific goals and objectives for Maysville and Old Washington that can be found on pages 54-56.

2. Mason County Community Profile

Mason County is located in the northeastern part of the state on the Ohio River. Centrally located, Mason County is within a one hour’s drive to Cincinnati, Lexington, and Ashland/Huntington MSAs. Maysville, the county seat, is located on the Ohio River. The county is largely rural and agricultural.

Mason County was organized in 1788 from part of Bourbon County, Virginia and was the eighth county to be formed when Kentucky became a state in 1792. Maysville, known as Limestone prior to 1793, was founded as a station on the Ohio River in 1784. Maysville was established as a town in 1787 and became the county seat in 1848. Mason County has an area of 157,683 acres (246 square miles). The topography of the county varies from undulating to very steep and is dissected by many small streams.³

A full description of the landforms and geology, water resources, climate, vegetation and wildlife and cultural landscape is provided in the 2016 Maysville/Mason County Kentucky Comprehensive Plan.⁴

A. Demographics and Population Trends

Even though rural America had an overall population gain between 2020 and 2023, just 45 percent of all rural counties gained population. Mason County experienced a slight decline in population between 1970 and 2020 (approximately 3%). Maysville population has grown by nearly 20% in that same time frame, with a large increase in population reported in the 2000 decennial census. Growth has stalled since that time with a small population loss reported in the last decade.

Table 3 Mason County/Maysville Population Trends, 1970-2025

Census Year	Mason County		City of Maysville	
	Total	Percent Change	Total	Percent Change
1970	17,723		7,411	
1980	17,760	2.8%	7,893	7.7%
1990	16,666	-6.2%	8,113	1.6%
2000	16,803	0.8%	8,993	10.9%
2010	17,490	4.1%	9,011	0.2%
2020	17,120	-2.1%	8,873	-1.5%
2024 Estimate	16,951	-1.0%	8,687 (2023 Est)	< 2.1%

Source: U.S. Census

Components of Population Change

There is a natural assumption to assume that population loss in rural areas is a result of residents leaving for more urban areas. Population change is driven by three primary components: births, deaths, and migration. Births, also referred to as fertility, represent the number of live births in a population over a specific period and are influenced by factors such as age distribution, cultural norms, access to healthcare, and family planning policies. Deaths, or mortality, account for the number of people who die in a given timeframe, with key influences including healthcare quality, disease prevalence, premature mortality from preventable causes), nutrition, and the overall age structure of the population. Migration involves the

³ Soil Survey of Mason County, Kentucky. 1986

⁴9,011 <https://cms5.revize.com/revize/maysville/Document%20Center/Forms/New%20node/Planning%20&%20Zoning/Maysville-and-Mason-County-Comprehensive-Plan-2016.pdf>

movement of people into (immigration) or out of (emigration) a population and can occur both within a country (internal migration) and across national borders (international migration). Migration is shaped by economic opportunities, conflict, environmental factors, and housing availability, among other conditions. The overall change in population size and composition is determined by the balance of these components, summarized by the formula: $\text{Population Change} = (\text{Births} - \text{Deaths}) + (\text{In-Migration} - \text{Out-Migration})$.

Figure 1 breaks down the population change between 2020 and 2024. Overall, the population fell by 169 people. There were 244 more deaths than births during this period. However, the net migration was positive. Seventy-eight more people moved into Mason County than left. Figure 2 further breaks down this net migration between domestic and international migration. The positive net migration is due to 93 people moving to Mason County from outside the United States. There was a net loss of 15 people from domestic migration.

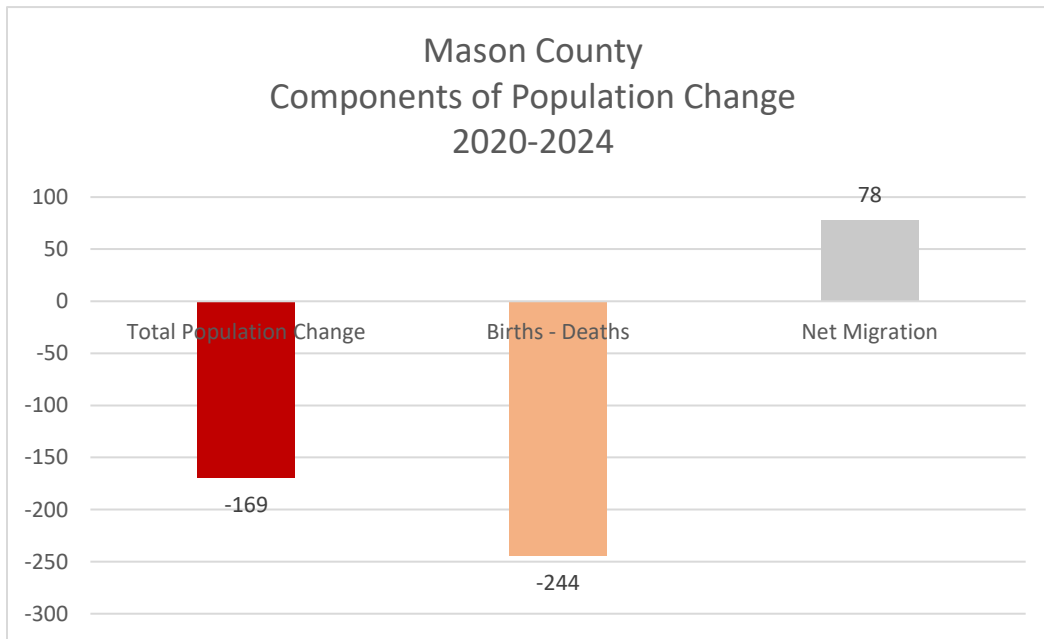


Figure 1 Mason County Components of Population Change, ACS 2020-2024

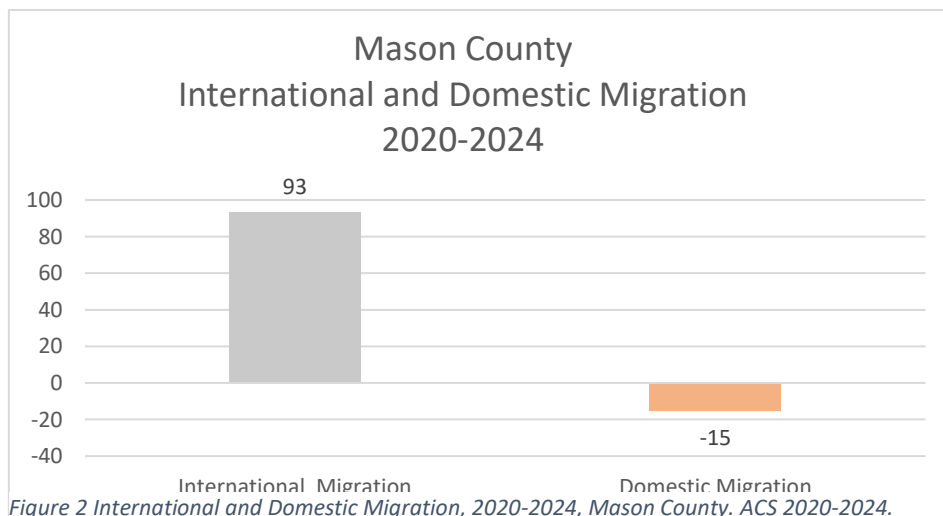


Figure 2 International and Domestic Migration, 2020-2024, Mason County. ACS 2020-2024.

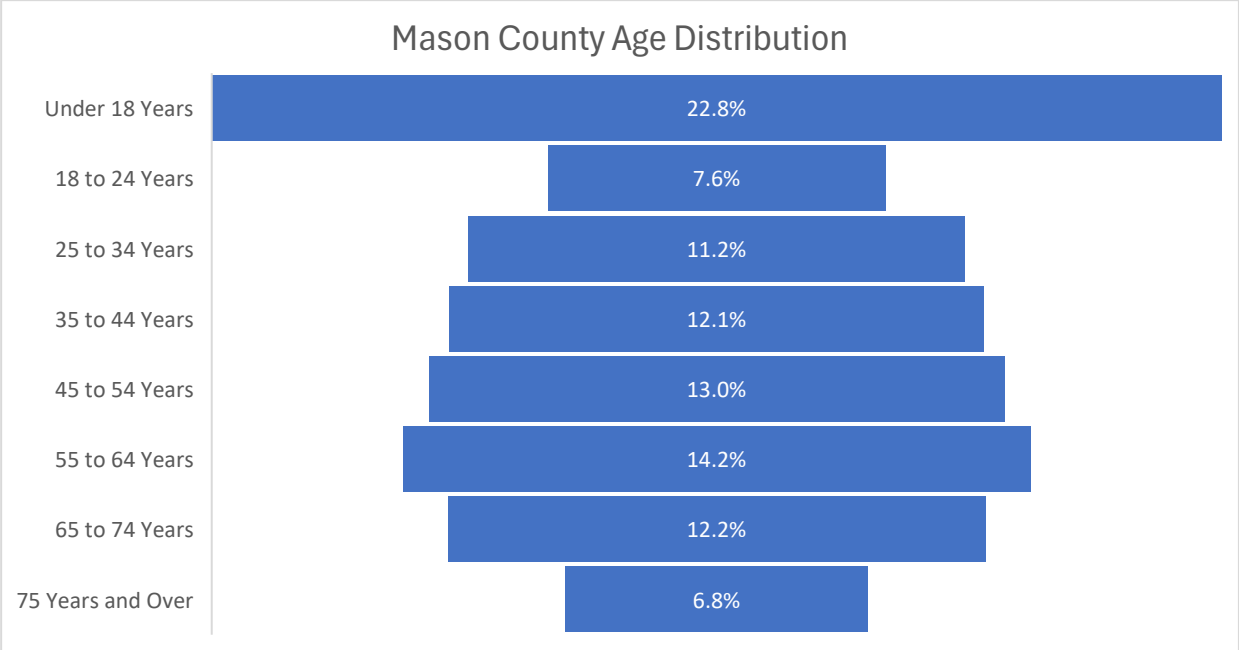


Figure 3 Mason County Age Distribution, U.S. Census 2020

Figures 3 and 4 highlight the distribution of age and race in Mason County. Approximately 35% of the population is at least 55 years old. 46% of the population is considered prime working age (25-54 years old). Eighty-eight percent of the population is white, 6.8% black, and 2.2% Hispanic or Latino.

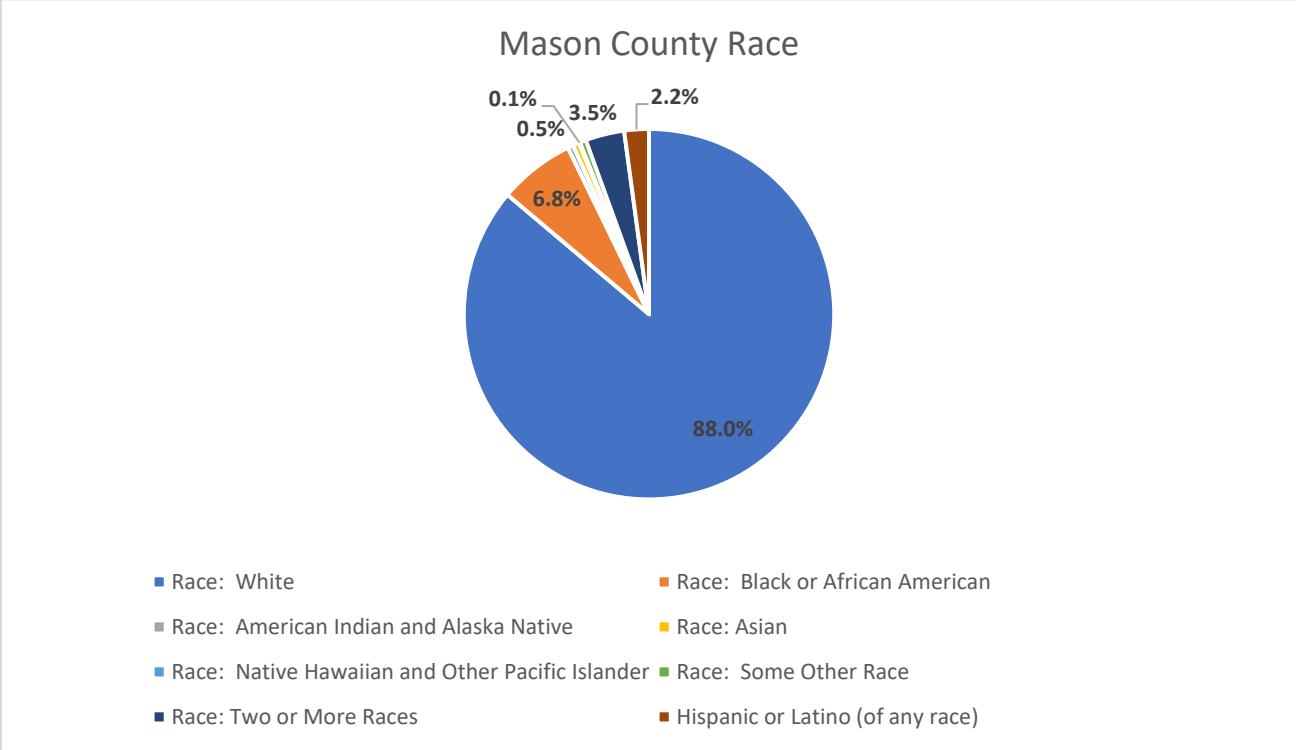


Figure 4 Mason County Race, U.S. Census 2020

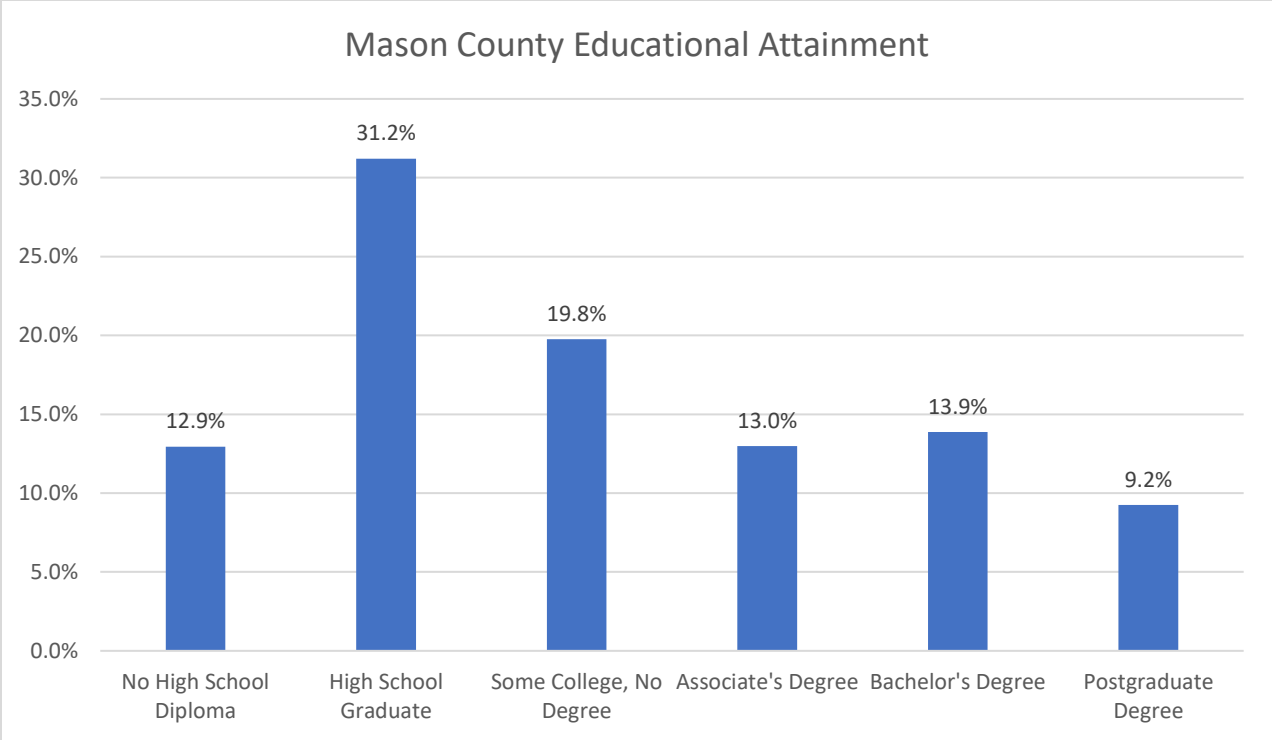


Figure 5 Mason County Educational Attainment for population at least 25 years old, ACS 2019-2023

Mason County’s high school graduation rate (87.1%) attainment is just shy of Kentucky’s average (88.5%). Twenty-three percent of adults 25 and older have a bachelor’s degree or higher. Kentucky aims for 60% of its working-age adults to have a postsecondary credential by 2030. Tables 4 and 5 provide a snapshot of selected social and economic characteristics of Mason County’s population and provides a comparison to the rest of the state. As expected for a fairly rural community, Mason County tends to have higher rates of poverty and households who receive SNAP benefits. However, the differences are not as stark as other communities further east and south.

Table 4 Mason County Demographic Profile

Social Characteristics	Mason Co %	KY %
Poverty Level (of all people)	18.4%	16.1%
Households Receiving Food Stamps/SNAP	19.4%	12.7%
Disconnected Youth ³	2.7%	2.5%
Children in Single Parent Families (% of all children)	32.8%	34.3%
Uninsured	6.1%	5.9%
With a Disability, Age 18-64	20.5%	16.2%
Foreign Born	1.7%	4.4%

Source: American Community Survey, 2019-2023.

B. Workforce and Industry Trends

Table 5 Mason County Economic Profile

Economic Characteristics	Mason Co %	KY %
Labor Force Participation Rate (civilian population ≥16 years)	55.9%	59.5%
Prime-Age Labor Force Participation Rate (civilian pop 25-54)	72.1%	78.9%
Armed Forces Labor Force	0.2%	0.4%
Veterans, Age 18-64	4.6%	4.5%
Veterans Labor Force Participation Rate and Size, Age 18-64	61.4%	73.3%
Median Household Income ²	\$51,473	\$62,417
Per Capita Income	\$33,031	\$34,960
Mean Commute Time (minutes)	26.6	24.0

Source: American Community Survey, 2019-2023.

Mason County’s economic characteristics tend to be just below the state’s averages. Labor force participation rates tend to be lower in more rural areas and is the case in the county. Both median household income and per capita income are lower than state averages, but higher than many other rural areas in the region.

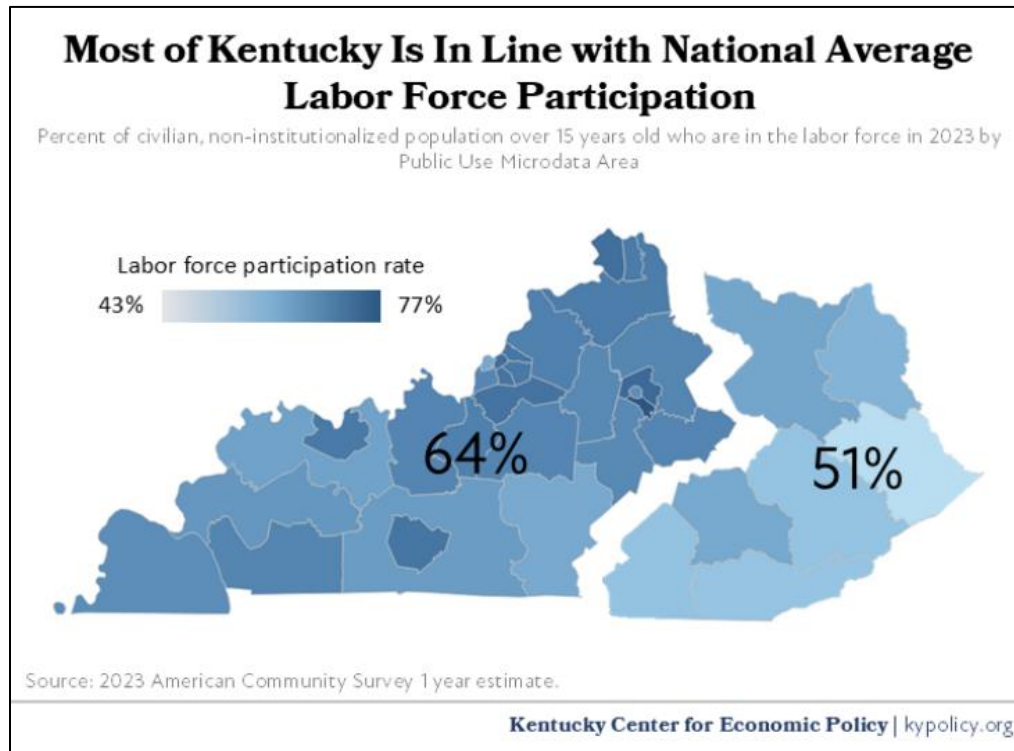


Figure 6 Kentucky Labor Force Participation Rate, 2023⁵⁵

⁵⁵ <https://kypolicy.org/kentuckys-labor-force-participation/>

In 2022 there were 7,176 people working in Mason County, representing a decrease of 555 workers from five years earlier in 2015 (7,858). Over 36% (2,594) of Mason County’s workforce live and work in the county (Figure 1, next page). This number is down from 3,044 in 2015. Mason County residents commuting to other counties for work has decreased from 3,386 in 2015 to 3,373 in 2022. Table 6 illustrates the top five counties, by workplace destination, for people living in Mason County. Fayette County is the top destination for work, where 483 Mason County residents are employed. Fleming County employs 235 Mason County residents, and 197 travel to Jefferson County, the third highest number of commuters from Mason County. Fewer commuters are traveling into Mason County for work, down from 4,814 in 2015 to 4,582 in 2022 (Table 7). Mason County employs 541 residents from Fleming County. The second highest number of commuters, 569, travel from Lewis County.

Table 6 Top Five Counties for Out-Commuters (People living in Mason County but work elsewhere)

County of Employment	Out-Commuters
Fayette County, KY	483
Fleming County, KY	235
Jefferson County, KY	197
Brown County, OH	180
Bracken County, KY	185

Source: U.S. Census/OnTheMap, 2022

Table 7 Top Five Counties for In-Commuters (People commuting to Mason County for work)

County of Residence	In-Commuters
Fleming County, KY	541
Lewis County, KY	569
Bracken County, KY	360
Brown County, OH	340
Adams County, OH	206

Source: U.S. Census/OnTheMap, 2022

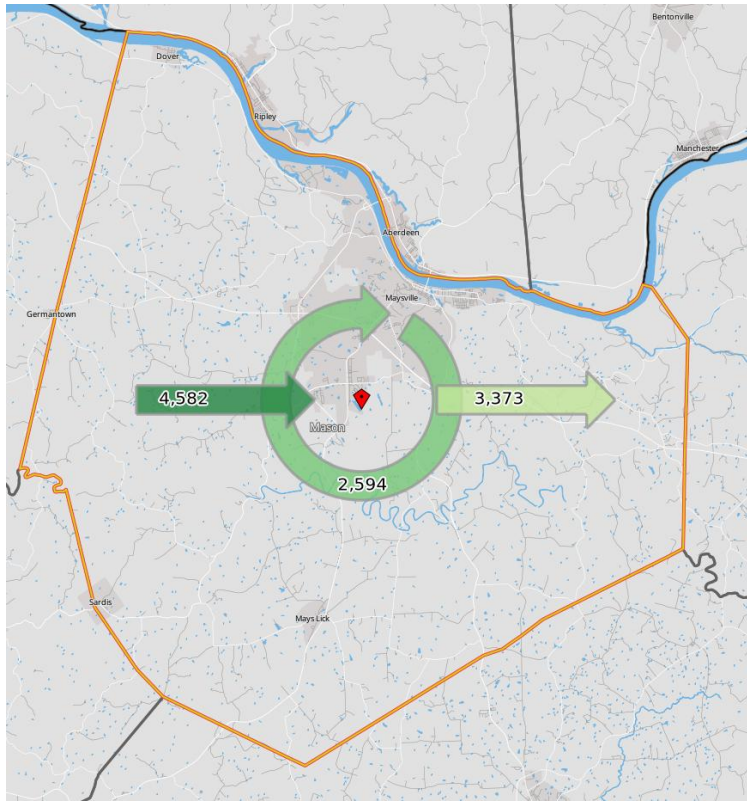


Figure 7 Mason County Commuter Flow, U.S. Census, OnTheMap, 2022

Table 8 provides a summary of employment by industry in Mason County. The top four industries by employment are healthcare, retail, manufacturing and accommodations and food services, respectively. These trends mirror many other rural communities across the country.⁶ The manufacturing sector and administrative and support services sector experienced the largest declines in employment over the last five years. Retail, healthcare and public administration (local government) experiences the largest increases in employment. Overall, there was a decline of 514 jobs of the last five years. However, since COVID (over the last four years), employment has increased by a total of 111 jobs.

Table 8 Industry Employment and Wages in Mason County, 2024Q2

NAICS	Industry	Employment	Avg Ann Wages	5 Year Employment Change
62	Health Care and Social Assistance	1,398	\$55,675	50
44	Retail Trade	1,346	\$32,838	169
31	Manufacturing	1,169	\$63,341	-369
72	Accommodation and Food Services	851	\$18,469	-112
23	Construction	585	\$72,453	35
92	Public Administration	578	\$49,822	57
61	Educational Services	507	\$37,186	-95
48	Transportation and Warehousing	324	\$68,801	0
56	Administrative and Support and Waste Management Svcs	314	\$33,942	-140

⁶ As a note, these data do not often provide a reliable measure of agricultural employment.

81	Other Services (except Public Administration)	297	\$26,805	-46
11	Agriculture, Forestry, Fishing & Hunting	228	\$16,381	-29
22	Utilities	195	\$88,332	-16
52	Finance and Insurance	176	\$56,698	-0
42	Wholesale Trade	140	\$71,650	-4
51	Information	133	\$79,614	6
71	Arts, Entertainment, and Recreation	128	\$17,217	-7
54	Professional, Scientific, and Technical Services	125	\$53,328	11
53	Real Estate and Rental and Leasing	61	\$49,250	-37
55	Management of Companies and Enterprises	45	\$167,915	14
	Total - All Industries	8,602	\$48,225	-514

A list of occupations (by 2-digit SOC codes), median annual wages, employment change and expected demand for each occupation is provided in Table 9. While there are sectors that have experienced significant decline (office and admin, food prep and serving), and production, there is still positive demand for these jobs in the future. This decline could represent closures of establishments or a lack of alignment in skills between employer and worker.

Table 9 Employment by Occupation and Wages in Mason County, 2024Q2

SOC	Occupation	Employed	Mean Ann Wages	Emp Change	Total Demand
43-0000	Office and Administrative Support Occupations	930	\$40,700	-129	89
53-0000	Transportation & Material Moving Occupations	853	\$40,500	-7	107
41-0000	Sales and Related Occupations	830	\$39,300	7	104
35-0000	Food Preparation & Serving Related Occupations	827	\$27,600	-101	150
51-0000	Production Occupations	746	\$48,000	-228	58
11-0000	Management Occupations	672	\$88,900	-11	52
29-0000	Healthcare Practitioners & Technical Occupations	552	\$94,200	5	32
49-0000	Installation, Maintenance, and Repair Occupations	431	\$55,000	-7	33
31-0000	Healthcare Support Occupations	425	\$34,800	40	61
47-0000	Construction and Extraction Occupations	391	\$53,000	-6	31
25-0000	Educational Instruction and Library Occupations	346	\$56,600	-50	26
13-0000	Business and Financial Operations Occupations	304	\$66,100	7	23
37-0000	Building & Grounds & Maintenance Occupations	253	\$33,100	19	32
21-0000	Community and Social Service Occupations	212	\$48,400	5	20
39-0000	Personal Care and Service Occupations	204	\$33,100	-27	35
33-0000	Protective Service Occupations	166	\$42,300	5	16
17-0000	Architecture and Engineering Occupations	151	\$84,600	-38	8
15-0000	Computer and Mathematical Occupations	121	\$77,200	8	7
27-0000	Arts, Design, Entertainment, Sports & Media Occupations	84	\$47,600	-9	8
19-0000	Life, Physical, and Social Science Occupations	45	\$71,000	2	4
23-0000	Legal Occupations	38	\$78,200	4	2
45-0000	Farming, Fishing, and Forestry Occupations	21	\$44,600	-3	3
00-0000	Total - All Occupations	8,602	\$51,100	-514	901

Maysville Community and Technical College is the only post-secondary institution in the county, and serves multiple surrounding counties. They serve as a valuable asset for students seeking an associate’s degree or a certificate. Table 10 summarizes the certificates and two-year awards for the 2022-2023 academic year. There were a significant number of certificates earned for skilled trade (welding, HVAC, electrician, diesel mechanics, carpentry) in addition to nursing, child care, medical assistants and executive assistants.

Table 10 Awards and Certificates, Maysville Community Technical College, 2022-2023 academic year

CIP Code	Title	Certificates and 2yr Awards
48.0508	Welding Technology/Welder	353
52.0201	Business Administration and Management, General	212
51.3901	Licensed Practical/Vocational Nurse Training	165
24.0101	Liberal Arts and Sciences/Liberal Studies	160
47.0201	Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician	152
11.0101	Computer and Information Sciences, General	145
46.0302	Electrician	139
47.0605	Diesel Mechanics Technology/Technician	120
19.0709	Child Care Provider/Assistant	90
51.0716	Medical Administrative/Executive Assistant and Medical Secretary	89
52.0402	Executive Assistant/Executive Secretary	78
46.0201	Carpentry/Carpenter	75
30.9999	Multi-/Interdisciplinary Studies, Other	72
47.0604	Automobile/Automotive Mechanics Technology/Technician	67
47.0303	Industrial Mechanics and Maintenance Technology/Technician	60
51.0801	Medical/Clinical Assistant	35
51.3801	Registered Nursing/Registered Nurse	32
51.1004	Clinical/Medical Laboratory Technician	27
12.0503	Culinary Arts/Chef Training	25
43.0103	Criminal Justice/Law Enforcement Administration	22
48.0503	Machine Shop Technology/Assistant	19
51.0904	Emergency Medical Technology/Technician (EMT Paramedic)	12
51.0908	Respiratory Care Therapy/Therapist	10

Source: JobsEq, 2025

Mason County had its largest number of establishments over the last decade in 2017-2018 (Figure 8). There was a slight decline prior to COVID-19 and a steeper decline during the peak of COVID-19. The county has now rebounded, in terms of total establishments to 2014 numbers. However, jobs have not yet rebounded in the same way (Figure 9). The number of jobs peaked in 2018 and

reached their lowest point in 2022. There has been a positive rebound, but not yet returning to 2014 levels.

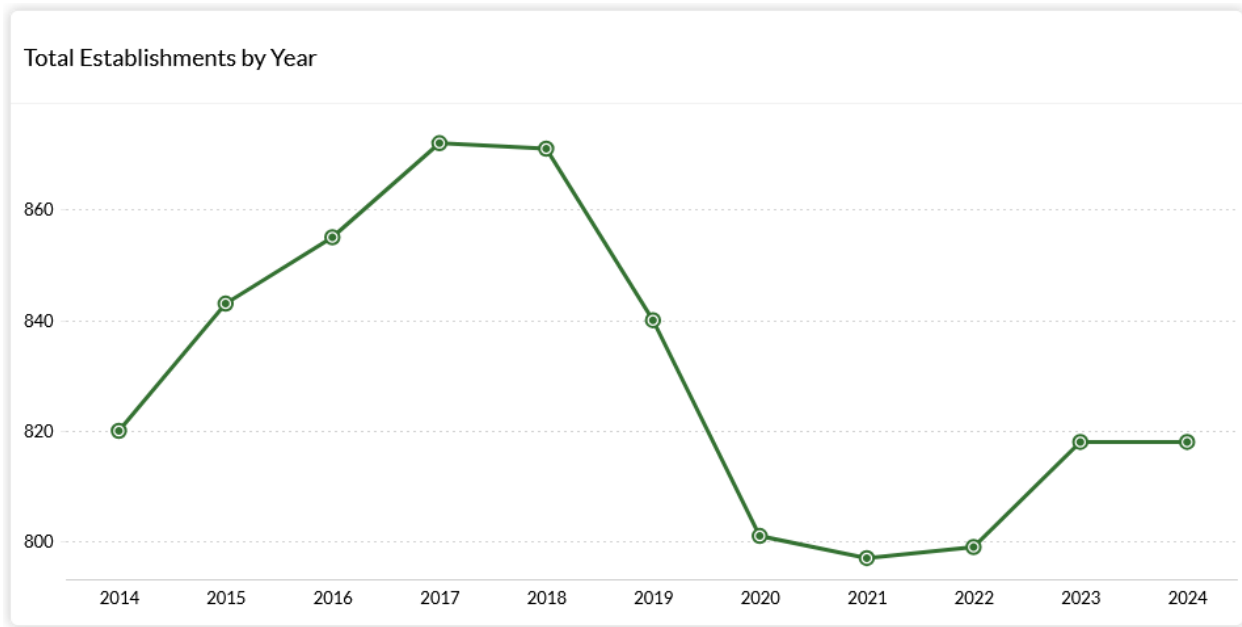


Figure 8 Business Establishments, 2014-2024, YourEconomy

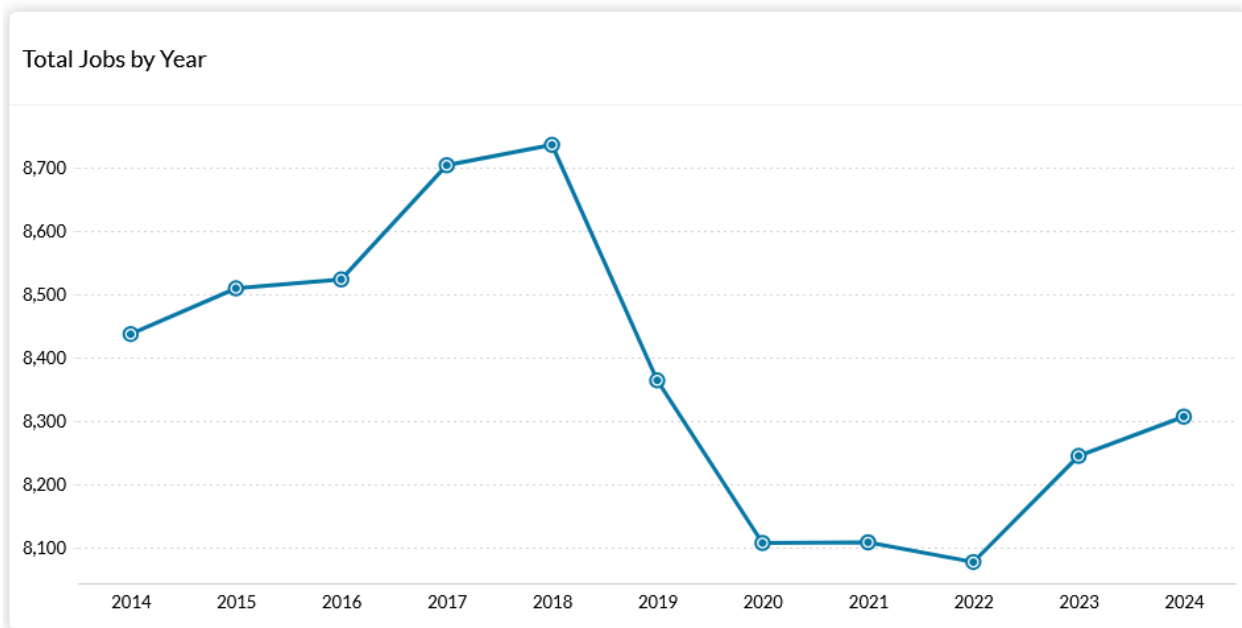


Figure 9 Jobs, 2014-2024, YourEconomy

HOW TO READ EACH THEME

The rest of the 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.

3. Community Theme: Community Facilities

The community facilities category is broad. It encompasses several significant “quality of life” issues including health, education, infrastructure, public services, and parks and recreational activities.

A. 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. Table 11 provides an overview of health characteristics in Mason County. For the most part, Mason County residents are not as health 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 measure of health including a lower rate of “low birth weight” and “preventable hospital stays.”

Table 11 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.
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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 (Figure 10). 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 Table 12. These are reported crimes across city police, county sheriff, and state police.

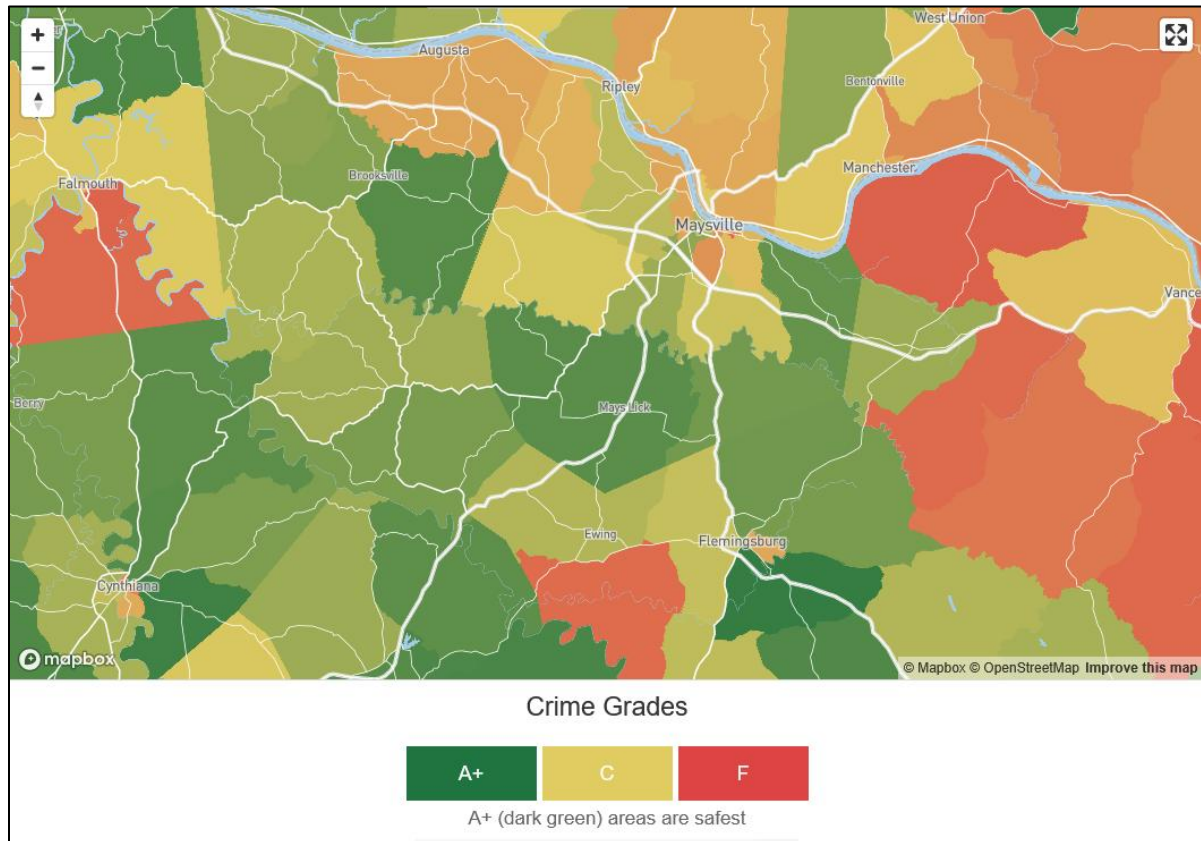


Figure 10 Violent Crimes per Capita, Mason County, <https://crimegrade.org/violent-crime-maysville-ky/>

Table 12 Group A Offenses Reported in Mason County, 2023 Calendar Year⁷

Most commonly reported Group-A Offenses	2023 County + City + State
Assault Offenses	255
Burglary/Breaking and Entering	50
Counterfeiting/Forgery	6
Vandalism of Property	121
Drug/Narcotics Offenses	249
Fraud Offenses	22
Kidnapping	7

⁷ <https://wp.kentuckystatepolice.ky.gov/wp-content/uploads/2024/07/2023-CIK-FINAL-1.pdf>

Larceny/Theft	273
Motor Vehicle Theft	17
Sex Offenses	21
Murder	5
Weapon Law Violations	9

B. Community Perceptions

The Steering Committee prioritized several specific facets and created survey questions to better understand the community's perception of these characteristics in the county.

Takeaways from Survey

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.

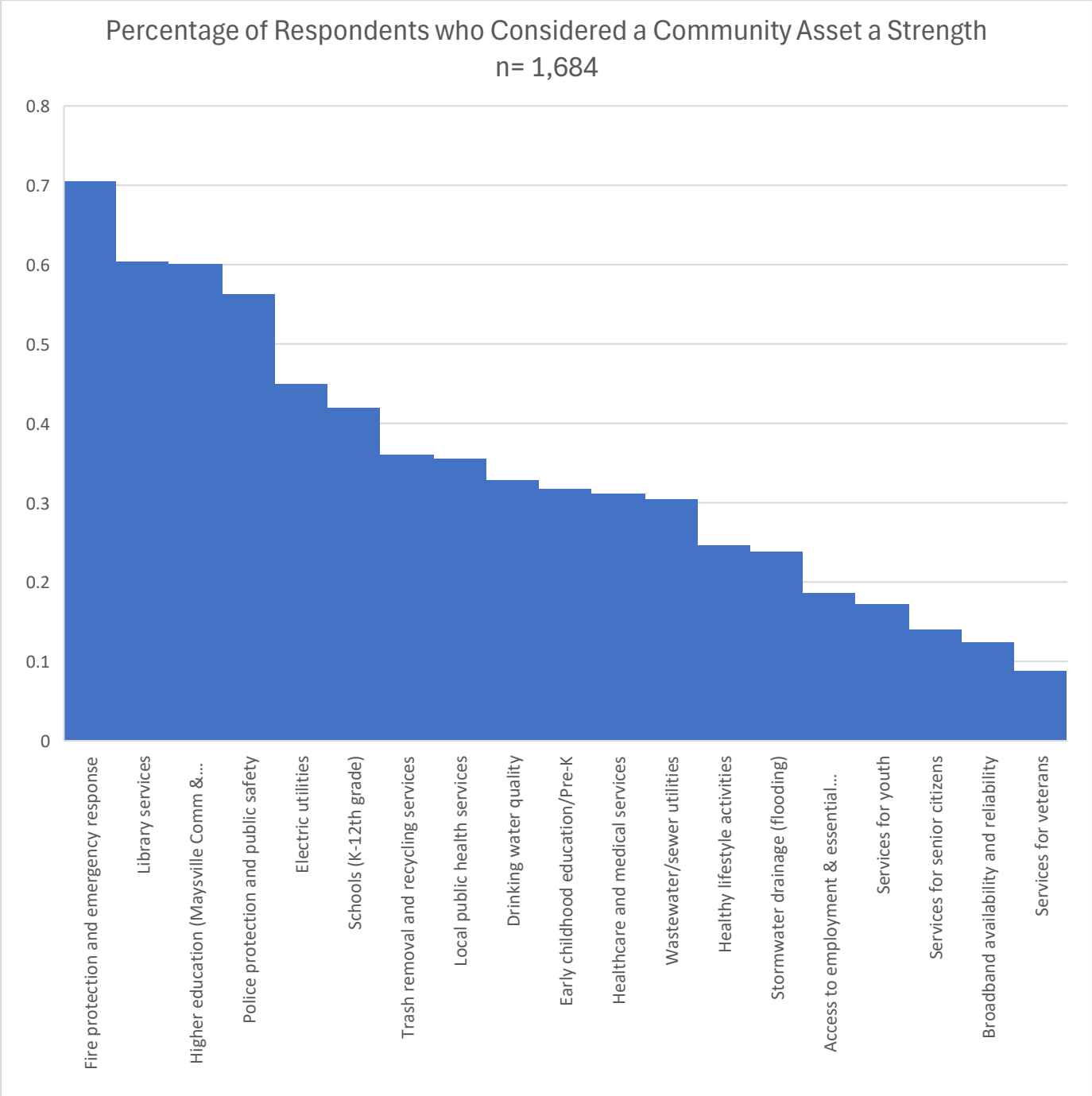


Figure 11 Community facilities strengths, Mason County/Maysville Community Survey, 2023

Notes: not all questions were answered by each respondent.

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, putt-putt 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.

Figure 12 chart shows the percentage 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.

C. Community Facilities Proposed Goals and Objectives

Based on public input and supported by secondary data, the community has proposed the following goal and objectives related to Community Facilities.

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.

Objectives 1-1: Health

- 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

Objectives 1-2: Infrastructure

- 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.

Objectives 1-3: Parks and Recreation

- 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.

Objective 1-4: Public Service

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

Percentage of Respondents who Considered Parks and Environment a Strength n=1,423

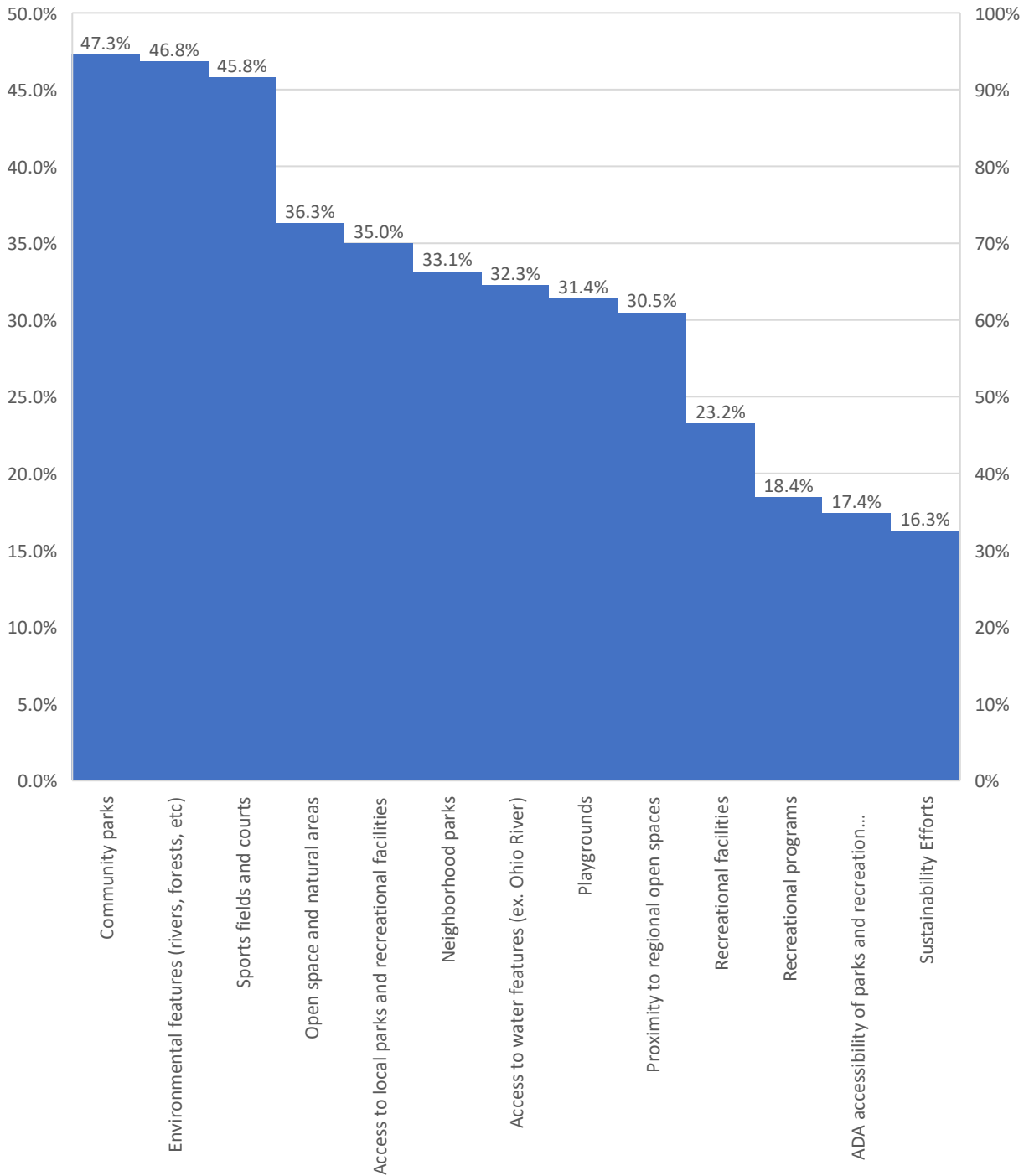


Figure 12 Parks and environment strengths, Mason County/Maysville Community Survey, 2023

4. Community Theme: Housing and Neighborhoods

In this comprehensive land use plan, the housing section examines current conditions, identifies key challenges, and outlines goals and objectives to ensure that residents of all ages, incomes, and life stages have access to safe, affordable, and appropriate housing. As demographic shifts, economic pressures, and housing preferences evolve, especially in rural and shrinking communities, it is essential to focus on maintaining existing housing stock, encouraging adaptive reuse, and promoting a diverse range of housing options that align with community character and future needs. CEDIK conducted a comprehensive housing demand study where the full contents are in the Appendix.

A. Current Conditions

Table 13 provides a summary of arms-length transactions across Mason County in 2023. There were 1,289 residential transactions in the county, approximately two-thirds in Maysville and the remaining scattered throughout the county. The average sales price was \$111,903 and the median sales price was \$92,500. The average age of the home was a little over 50 years old and the average square footage was 1,664 feet. There were 24 farm transactions in Mason County. The average sales price was \$520,500 and the average size of the farm was 86 acres.

Table 13 Arms-Length Transactions of Properties with Dwellings

	Tax District	Count	Average Sale Price	Acres	Year Built	Square Ft	Median Price
Residential							
	Rest of County	401	\$116,305	2.0	1982	1,683	\$91,500
	Maysville	866	\$111,514	0.7	1967	1,649	\$96,000
	Dover	16	\$46,894	0.7	1942	1,863	\$44,500
	Germantown	6	\$47,167	0.6	1940	2,074	\$37,500
	Total Residential	1,289	\$111,903	1.5	1971	1,664	\$92,500
Farm							
	Rest of County	21	\$514,381	92.0	1976	2,220	\$390,000
	Maysville	3	\$563,333	45.8	1969	4,317	\$350,000
	Total Farm	24	\$520,500	86.2	1975	2,570	\$382,500
All	Total Mason	1,313	\$119,372	5.5	1971	1,676	\$95,000

Source: Mason County PVA, 2023

Figure 13 illustrates that 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 upkeep 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.

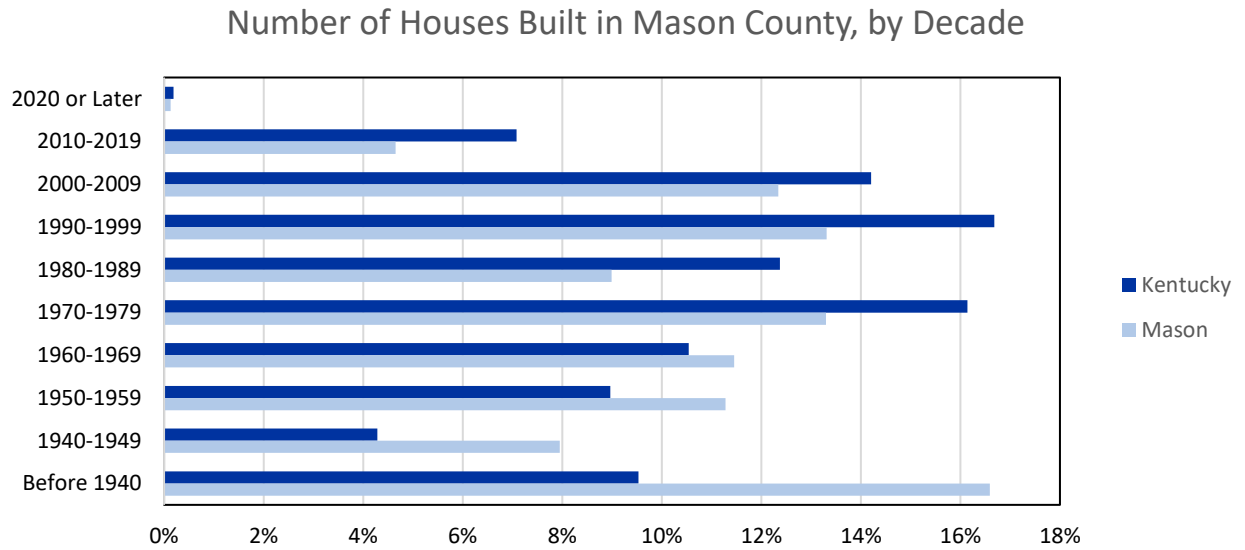


Figure 13 Mason County Housing Units, by Year Build, ACS 2017-2021

B. Community Perceptions

Takeaways from Survey

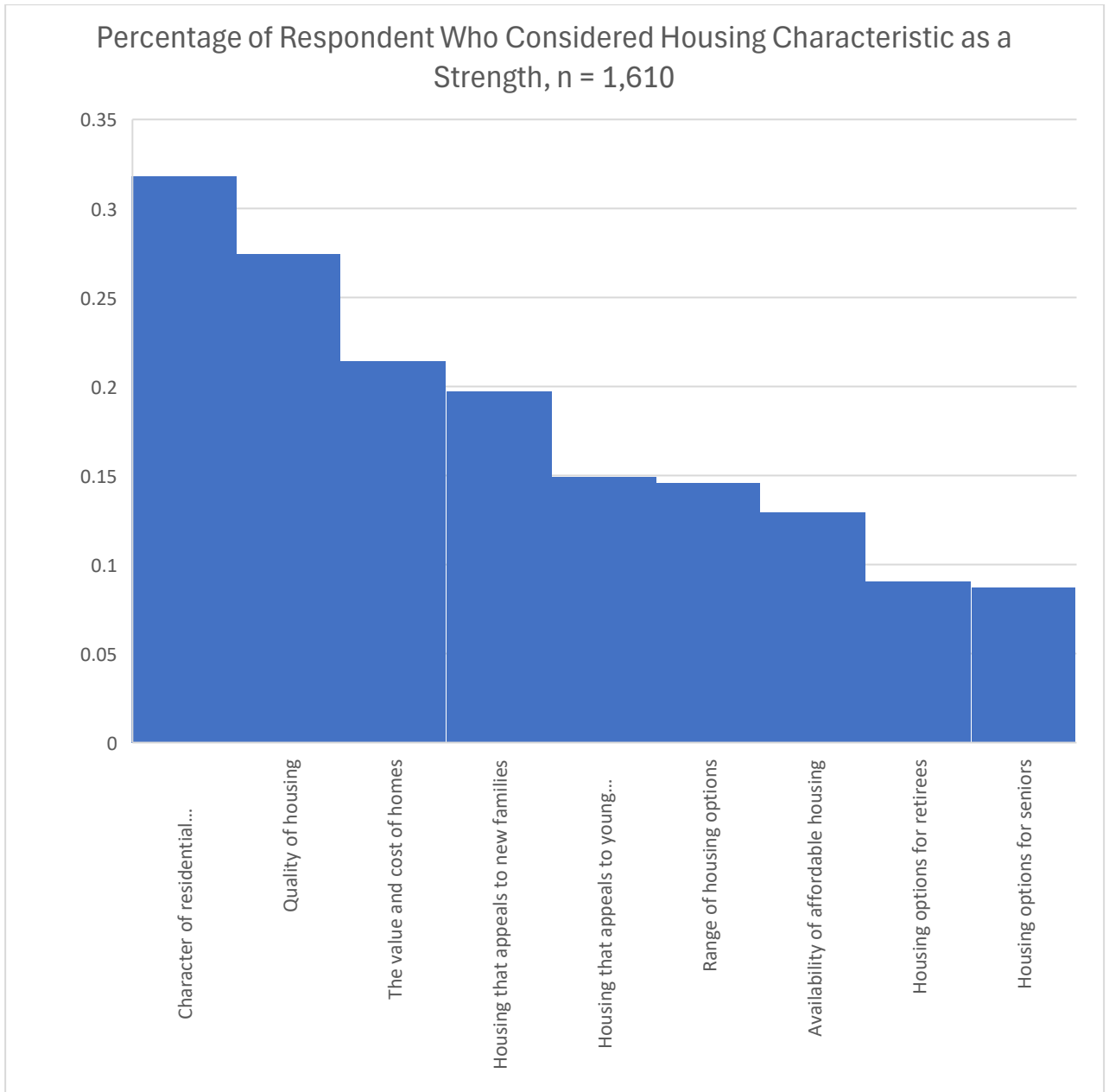


Figure 14 Housing Strengths, Mason County/Maysville Community Survey, 2023

Figure 14 summarized 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.

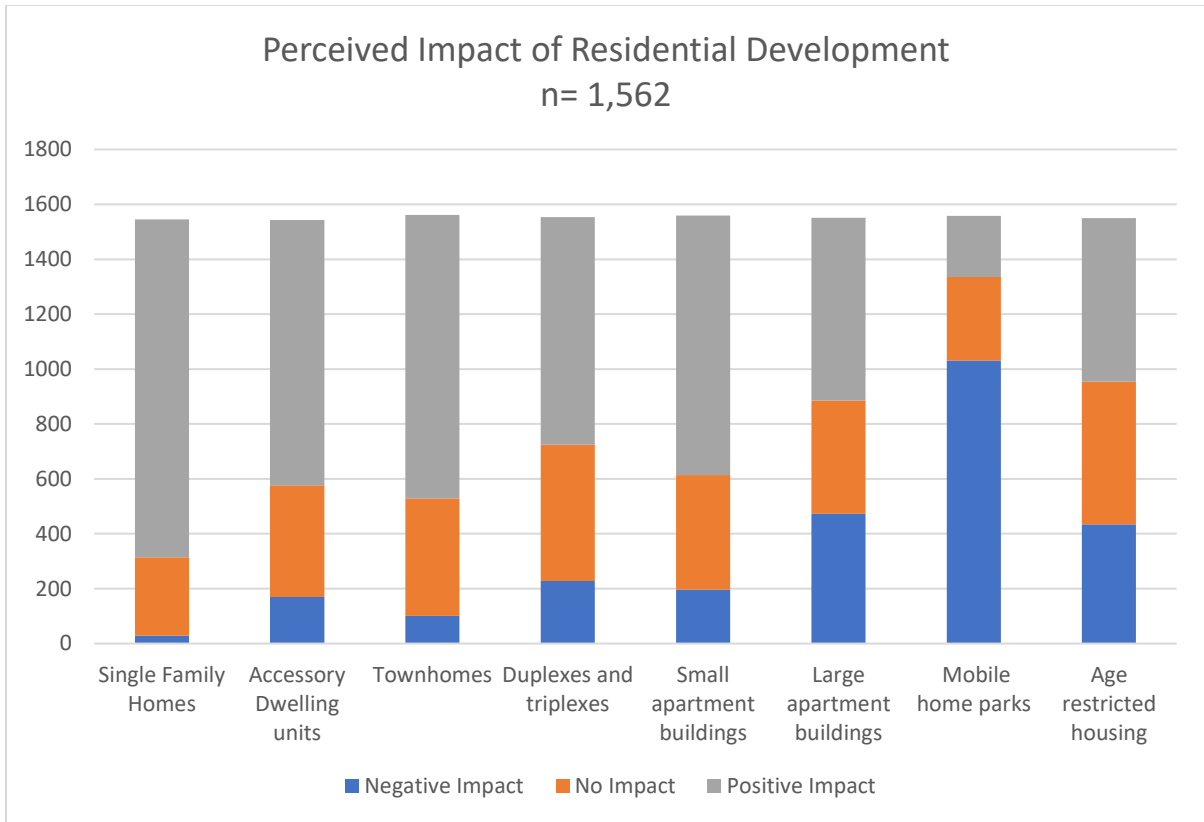


Figure 15 Resident Perception of Residential Development, Maysville/Mason County Survey, 2023.

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

Takeaways from Mason County/Maysville Data Interactive

- 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 downtown Maysville

Housing Proposed Goals and Objectives

Based on public input and supported by secondary data, the community has proposed the following goal and objectives related to Housing.

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.

Objectives:

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.

5. Community Theme: Economic Development

This section of the comprehensive plan describes the strengths and weaknesses associated with the Maysville/Mason County local economy. The conversation is largely focused on industrial development and workforce, while downtown revitalization is covered in the Culture and History theme.

A. Current Conditions

Figures 16 and 17 are useful figures for evaluating the effects of the three main economic development strategies: new business starts (started vs closed), business retention and expansion (expansion vs contraction), and industrial attraction (moved in vs moved out). 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.” Figure 17 showed that 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.

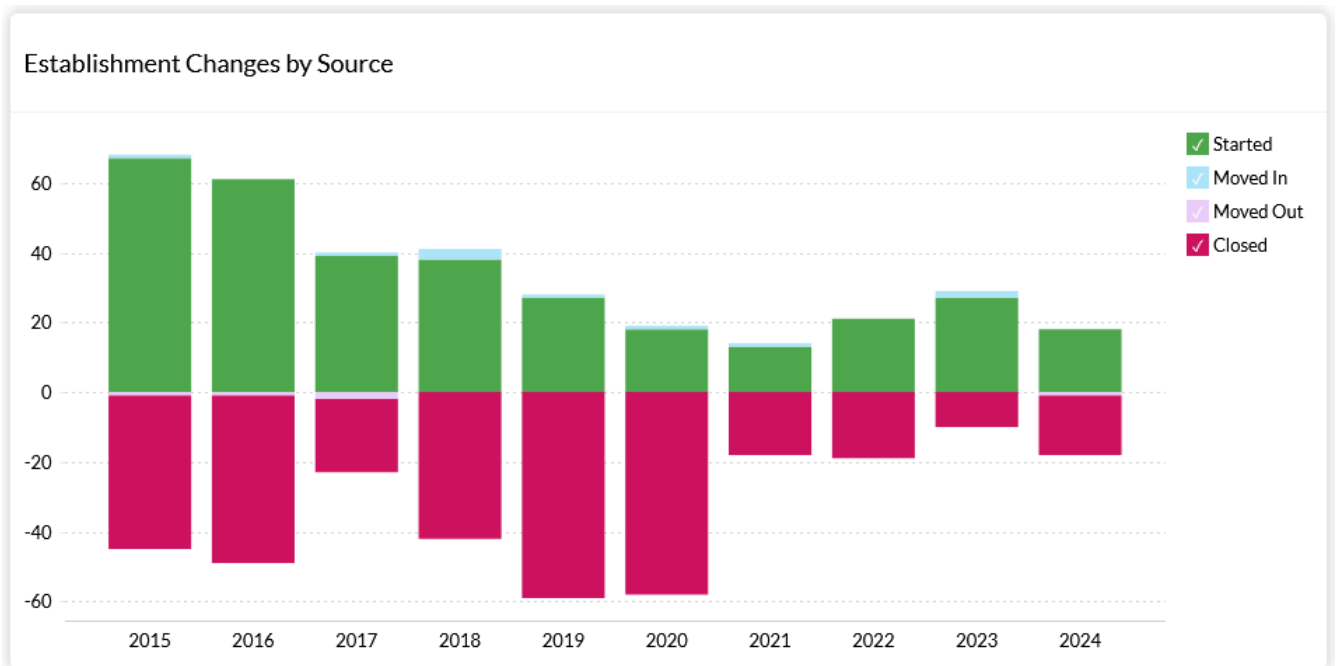


Figure 16 Net Establishment Changes from Start Ups and Establishments Moving into and out of Mason County

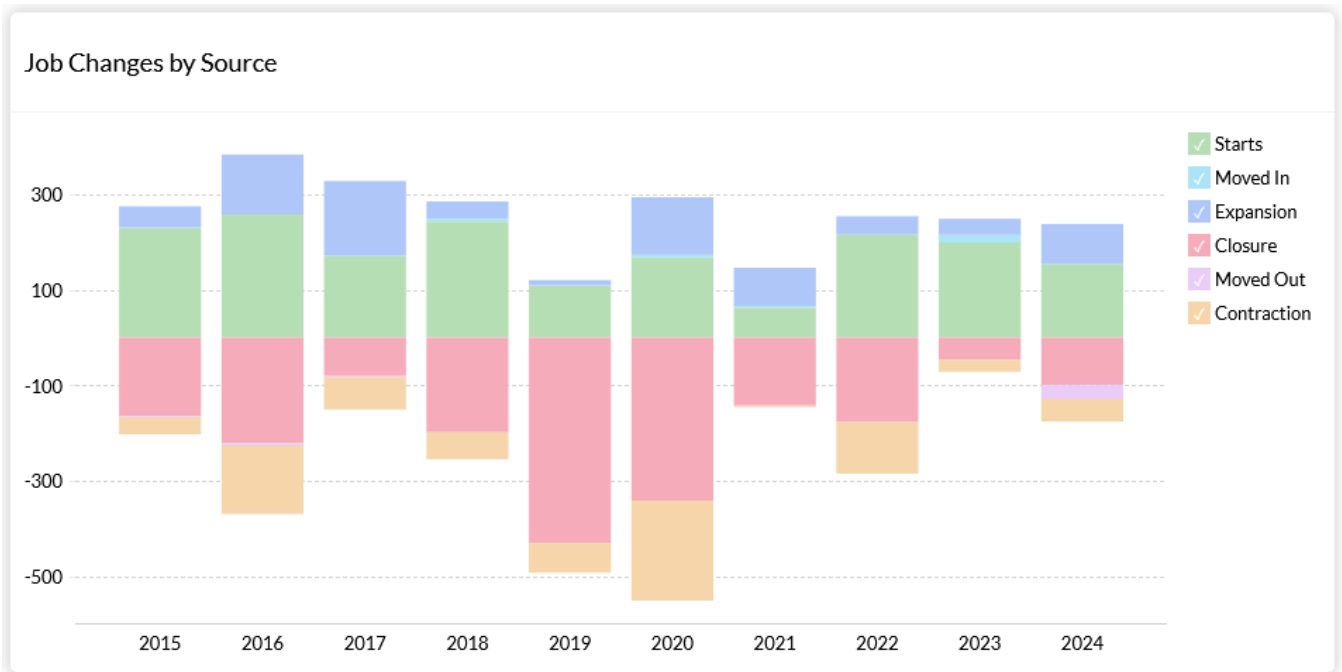


Figure 17 Net Job Changes from Start Ups, Expansions, and Establishments Moving into and out of Mason County

Small businesses are the backbone of rural economies, often making up a larger share of employment and commercial activity than in urban areas. In rural communities, where large employers are scarce, small businesses not only provide critical goods and services but also create jobs, support local families, and keep wealth circulating within the community. They contribute to the unique character and identity of rural towns and are often more invested in the long-term health of the local economy. Supporting small businesses through infrastructure improvements, access to capital, and workforce development is essential to sustaining rural livelihoods and encouraging future economic growth.

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. A list of the largest private employers in Mason County is provided in Table 15.

Table 14 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 or More Jobs (Very Large Business)	0%	0%

Source: YourEconomy, University of Wisconsin, 2025.

Table 15 Largest Private Employers (at least 100 employees)

Company Name	Estimated Employment
Meadowview Regional Medical Center	300
Carmeuse Lime & Stone	250
Green Tokai Co Ltd	250
Mitsubishi Electric Automotive ⁸	245
Walmart Supercenter	240
Crouse Corporation	200
East Ky Power Co-op	177
Maysville Nursing & Rehab	150
Wald LLC	150
Lowe's Home Improvement	140
Maysville Community & Technical College	120
Stober Drives Inc	100

B. Community Perception

This chart provides results associated with the survey question, "Do you believe that Mason County currently has the quality of life standards that will help attract and retain young talent and workforce?" The results indicate a predominantly negative perception. When combining the negative responses ("Definitely not" and "Probably not"), 910 respondents (about 61% of the total) expressed a negative outlook on Mason County's ability to attract and retain young talent based on its current quality of life standards. In contrast, only 264 respondents (about 18%) expressed positive views ("Probably yes" and "Definitely yes"). The stark contrast between negative and positive responses suggests significant community concern about Mason County's competitiveness for workforce development and retention.

⁸ https://masoncountykentucky.us/news_detail_T13_R18.php

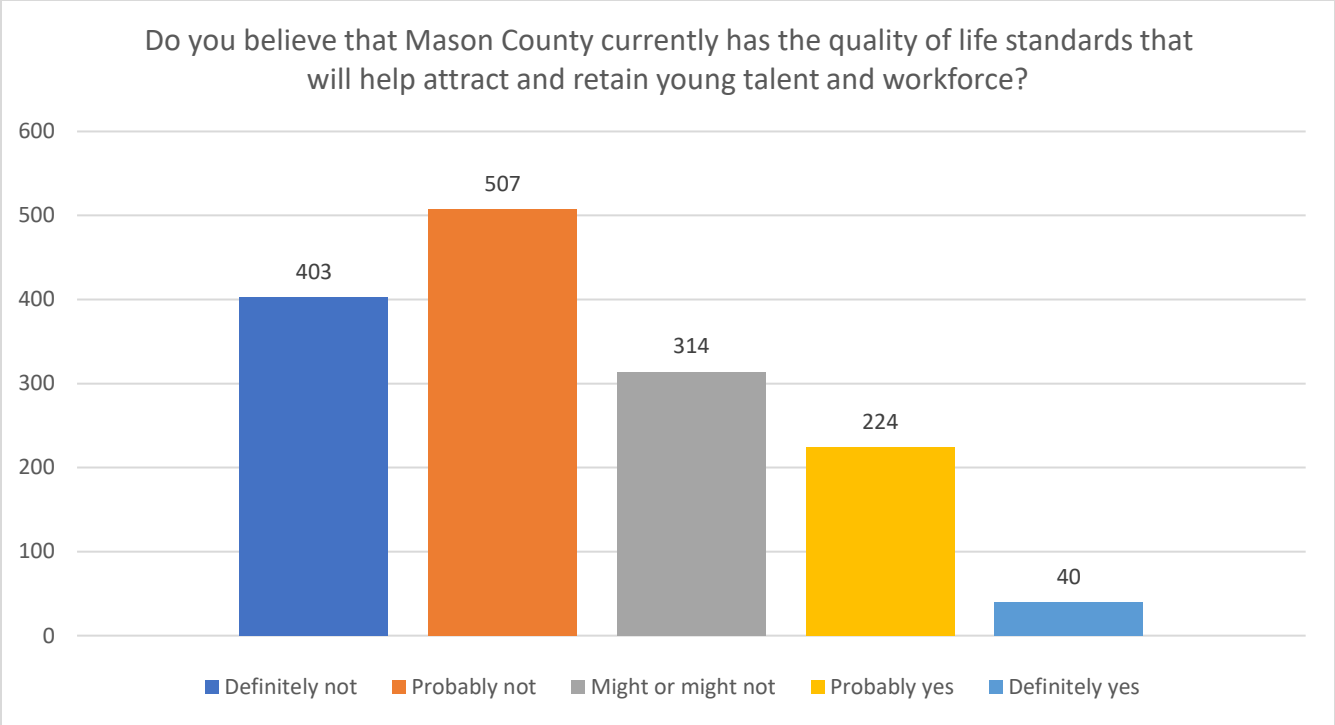


Figure 18 Resident perception of quality of life to attract and retain workers, Maysville/Mason County Survey, 2023.

Figure 19 presents survey results about the perceived importance of various industrial development strategies in Mason County. The data show overwhelming support for certain development priorities, with "Recruiting industry that pays well" receiving the highest importance rating and very little opposition (only 10 respondents finding it not important). Similarly, "Recruiting industry that is technologically innovative and future focused" and "Recruiting industry that promotes workforce development as a priority" received strong support. Strategies with still significant but relatively lower importance ratings include those related to agriculture, hiring second chance employees, and environmental impact reduction (880). The strategy concerning tax base contributions regardless of job creation received the lowest importance rating and highest neutral rating among the options. Overall, the results suggest Mason County residents strongly prioritize well-paying jobs, technological innovation, and workforce development in their industrial recruitment strategy, while showing less consensus on tax base considerations.

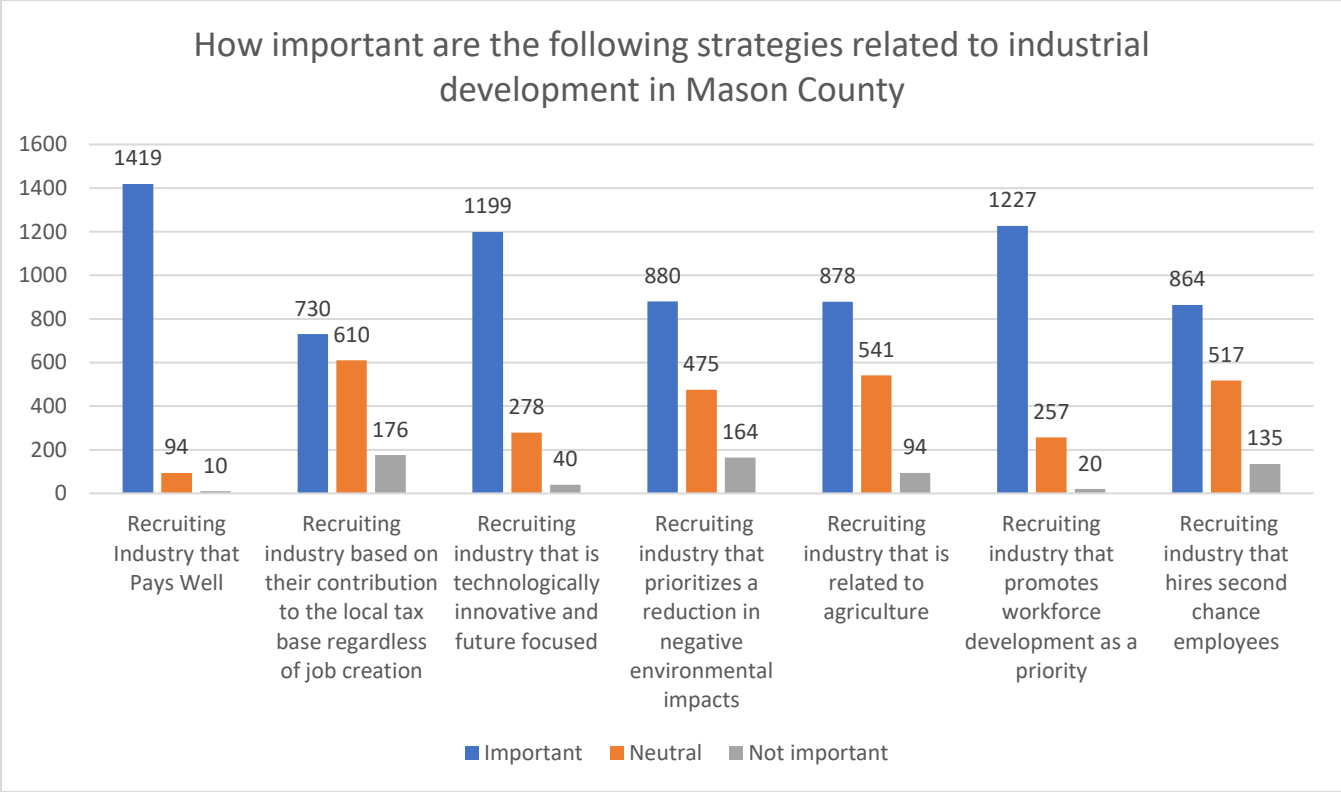


Figure 19 Perceived importance of industrial development strategies, Maysville/Mason County Survey, 2023.

Takeaways from Mason County/Maysville Data Interactive

- 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

C. Economic Development Proposed Goals and Objectives

Based on public input and supported by secondary data, the community has proposed the following goal and objectives related to Economic Development.

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.

Objectives

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.

6. Community Theme: Transportation

Transportation plays a vital role in supporting the quality of life, economic development, and connectivity of Mason County. As a primarily rural community, the county relies on a well-maintained road network including two bridges to Ohio, a regional airport, passenger and freight rail, Ohio River access, and access to regional corridors to ensure residents can travel efficiently and goods can move reliably. This section of the comprehensive plan examines current transportation conditions and identifies the goals and objective to enhance mobility, improve safety, and support future growth while preserving the county's rural character.

A. Current Conditions

An overview of Mason County's road and rail networks are provided in Figure 20. 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.

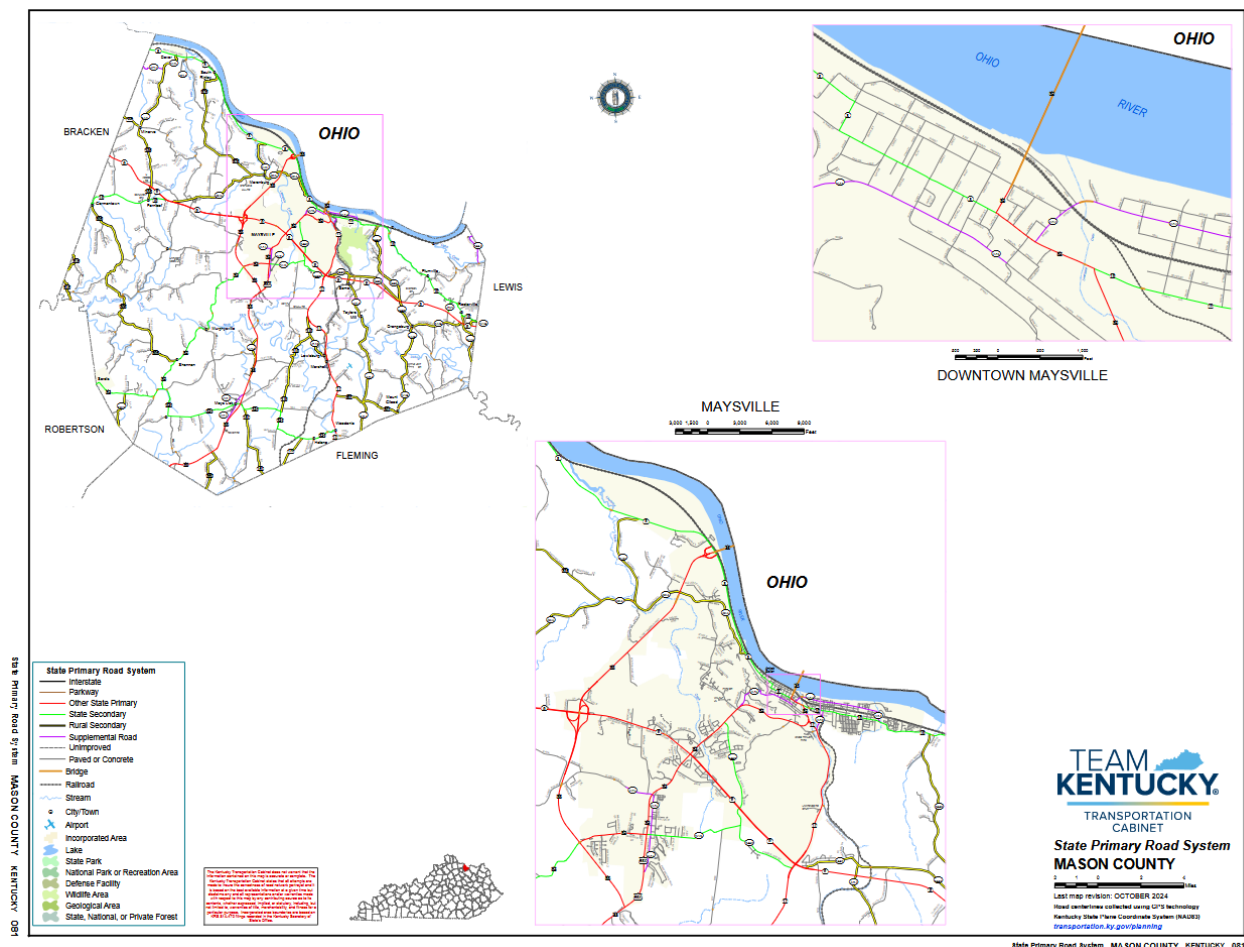


Figure 20 Mason County State Primary Road System, Source: <https://transportation.ky.gov/Planning/SPRS%20Maps/Mason.pdf>

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).⁹ All projects included in the 2024 enacted highway plan are provided in Table 16.

Table 166 Mason County Projects in 2024 Enacted Highway Plan

Projects included in the 2024 Enacted Highway Plan	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 Reiver Maysville CSX R	2024-2026	\$ 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).	2027-2030	\$ 110,360,000
New fully controlled access route from US-68 to KY 11	2027-2030	\$ 122,560,000
Dover covered bridge restoration	2026-2027	\$ 2,200,000
Improve safety and operational efficiency of KY 9 and US 62 intersection	2025	\$ 3,300,000

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 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.

Mason County, Kentucky, has a rich history of river transportation that dates to the late 18th and early 19th centuries, when the Ohio River served as a critical lifeline for settlement, trade, and communication. The city of Maysville, located on the riverfront, 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

⁹ <https://transportation.ky.gov/Program-Management/2024%20Recommended%20Highway%20Plan/2024%20Enacted%20Highway%20Plan%20combined%20June%202021%202024.pdf>

operations of public transit in 1960 and continues today with both a deviated route system (Figure 22) 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 in Table 17.

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	Blue-grass 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




Figure 22 City of Maysville Transit Schedule

Table 17 Transit Riders by Month, January – October 2023.

2023	Riders	Cards	Handicap	Fare Charge
January	355	1,227	296	\$121.23
February	327	1,447	256	\$117.33
March	528	1,186	182	\$131.89
April	465	1,013	180	\$166.36
May	1023	467	204	\$228.87
June	543	1,255	172	\$185.14
July	370	1,170	218	\$181.28
August	424	1,162	192	\$145.58

September	445	1,082	294	\$134.73
October	517	1,104	248	\$212.76
Total	4,997	11,113	2,242	\$1,625.17

B. 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.

Takeaways from Mason County/Maysville Data Interactive

- 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

C. Transportation Proposed Goals and Objectives

Based on public input and supported by secondary data, the community has proposed the following goal and objectives related to **Transportation**.

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.

Objectives:

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.

7. Community Theme: Culture and History

A. 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

Old Washington is a 1780s frontier village, founded by Simon Kenton in 1786 and named after George Washington, the nation's first president (1799). The National Parks Service has included its entire historic district and several individual buildings in its Historic American Buildings Survey program.

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.

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.

B. Community Perception

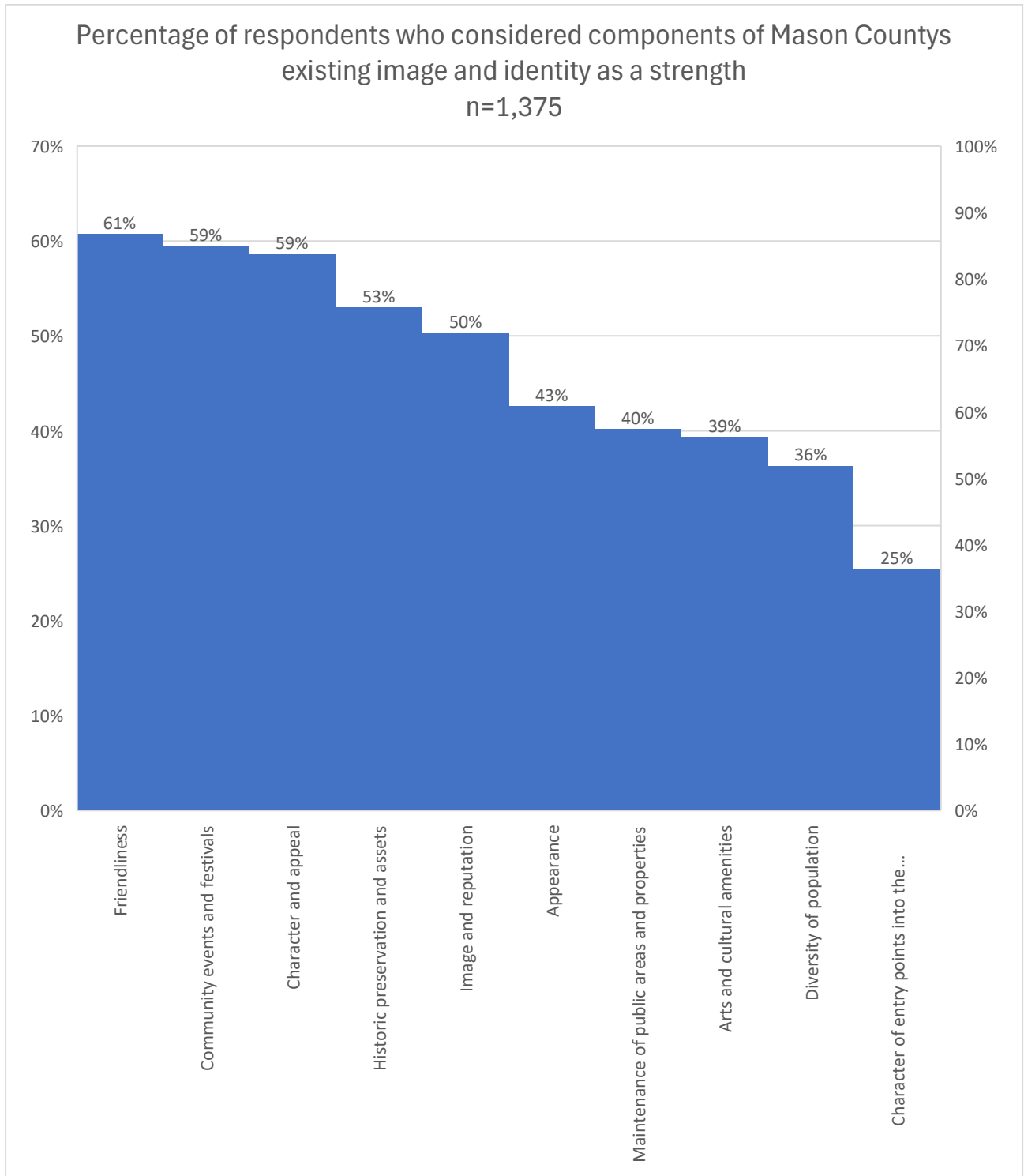


Figure 23 Mason County Image and Identity Strengths, Maysville/Mason County Survey, 2023.

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.

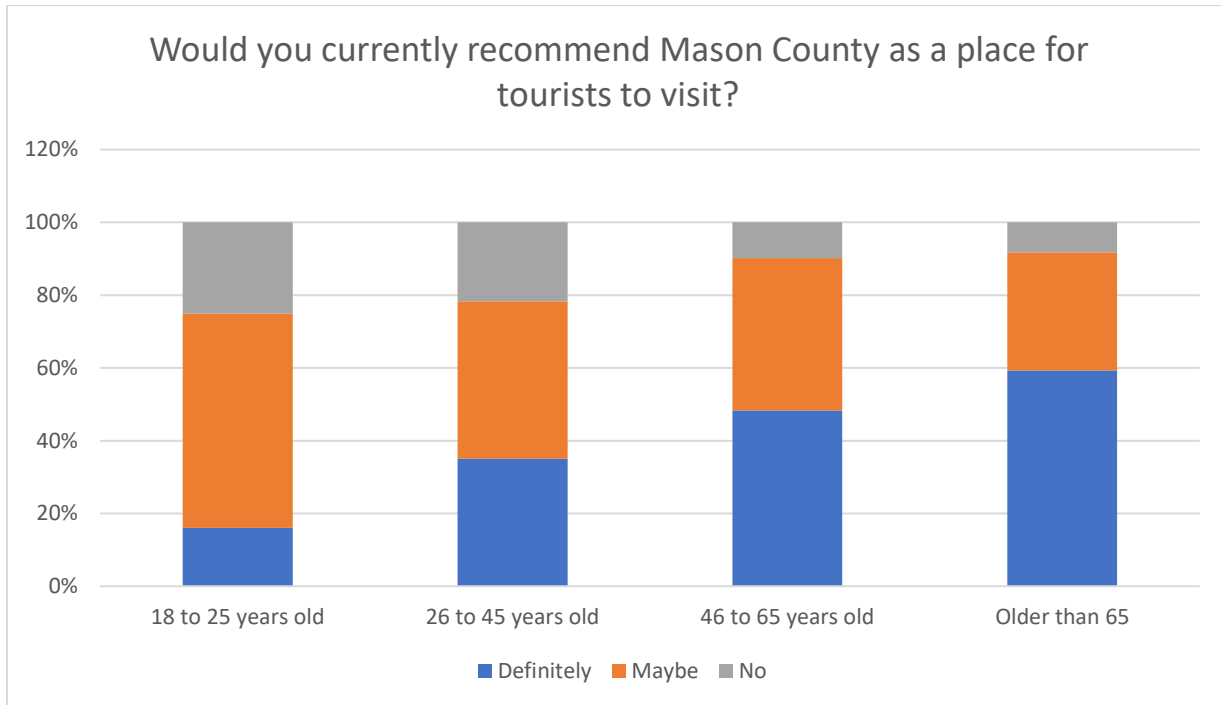


Figure 24 Recommend Mason County to Tourists? Maysville/Mason County Survey, 2023.

Residents were asked if they would recommend Mason County as a place for tourists to visit (Figure 24). 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.

The survey results also identified the top Issues for enhancing/vitalizing the downtowns in Mason County. These include:

- 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

The 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 from Mason County/Maysville Data Interactive

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 and History Proposed Goals and Objectives

Based on public input and supported by secondary data, the community has proposed the following goal and objective.

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

Objectives

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

8. Community Theme: Agriculture and Rural Livability

Mason County, Kentucky, has long been recognized as a strong agricultural community, with deep roots in farming that date back to the county's founding in the late 1700s. The county's fertile soil, rolling hills, and access to the Ohio River have made it an ideal location for a variety of agricultural enterprises, including livestock, tobacco, corn, soybeans, and hay production. Historically, Mason County was one of Kentucky's leading producers of burley tobacco, a crop that shaped the local economy and landscape for generations. While tobacco remains a part of the agricultural identity, many farmers have diversified their operations in recent decades, expanding into cattle, specialty crops, and agritourism. Agriculture continues to be a cornerstone of the county's economy, culture, and way of life, with local farms contributing the rural character that defines Mason County.

A. 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. Figure 25 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.

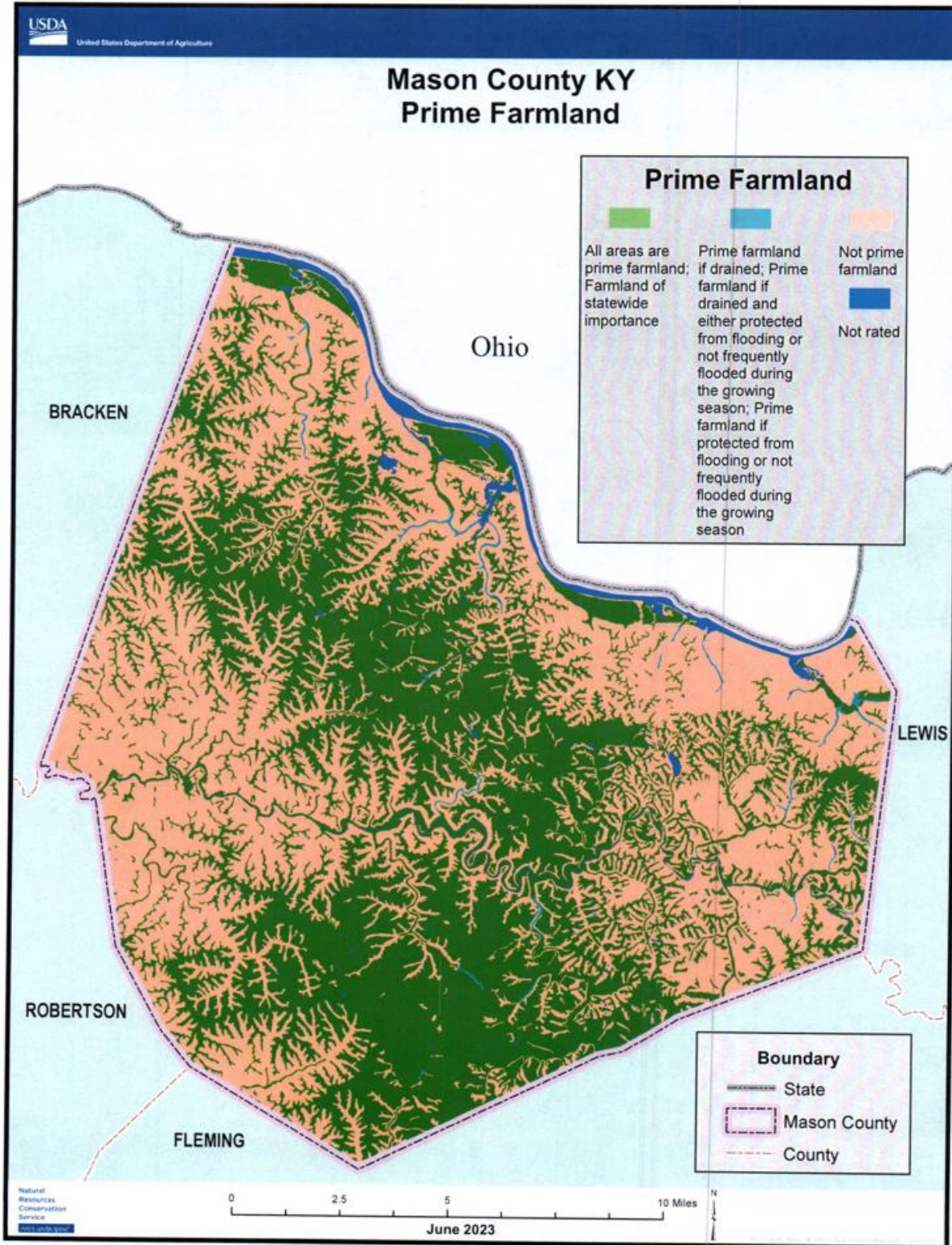


Figure 25 Prime Farmland in Mason County KY

The data presented in Table 20 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 (Table 20).

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. Figure 26 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. Figure 27 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.

Table 18 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%

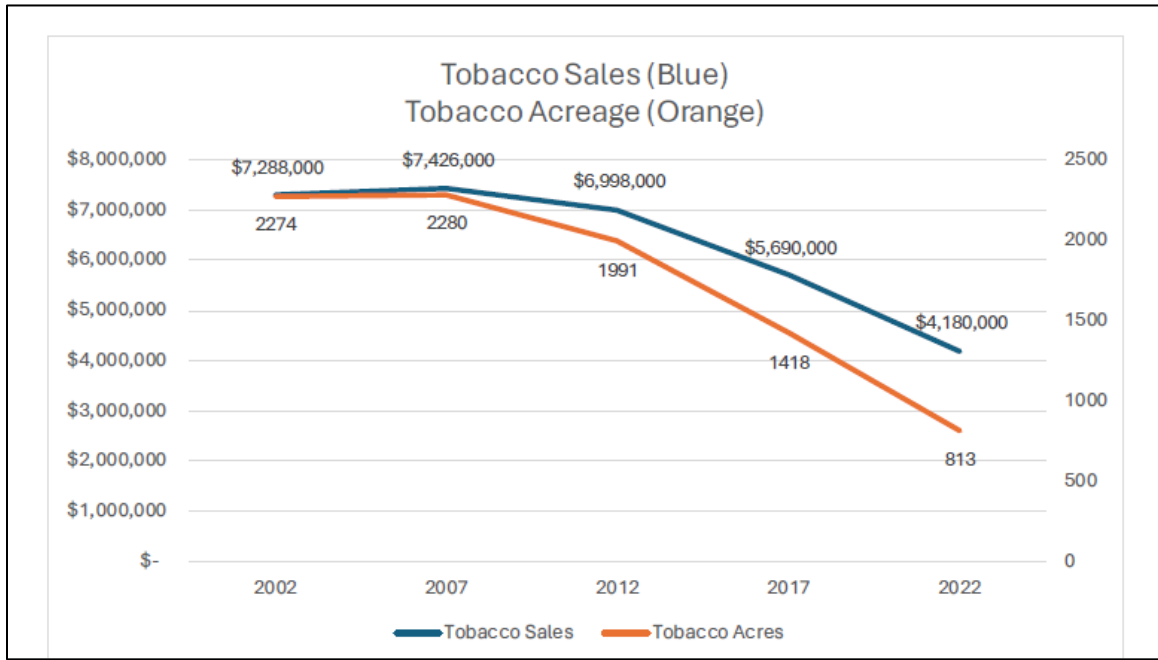


Figure 26 Mason County Tobacco sales and acreage pre and post tobacco buyout. Census of Ag, 2002, 2007, 2012, 2017, 2022.

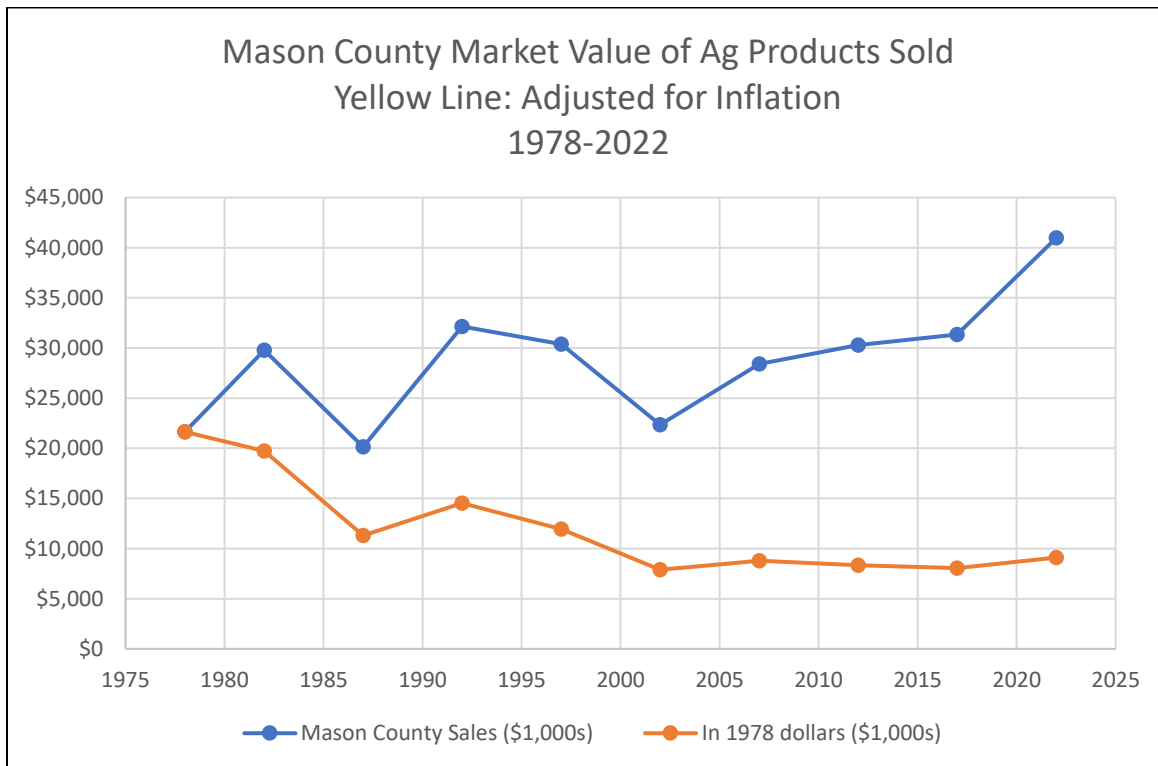


Figure 27 Market Value of Products Adjusted for Inflation, Base year 1978. Census of Ag, 1978- 2022

2022 Census of Agriculture County Profile



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).

Table 19 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: 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.

¹⁰

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.

¹⁰ https://www.kyagr.com/agpolicy/documents/ADF_Councils_Plans_MASON.pdf

- 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.

B. Community Perception

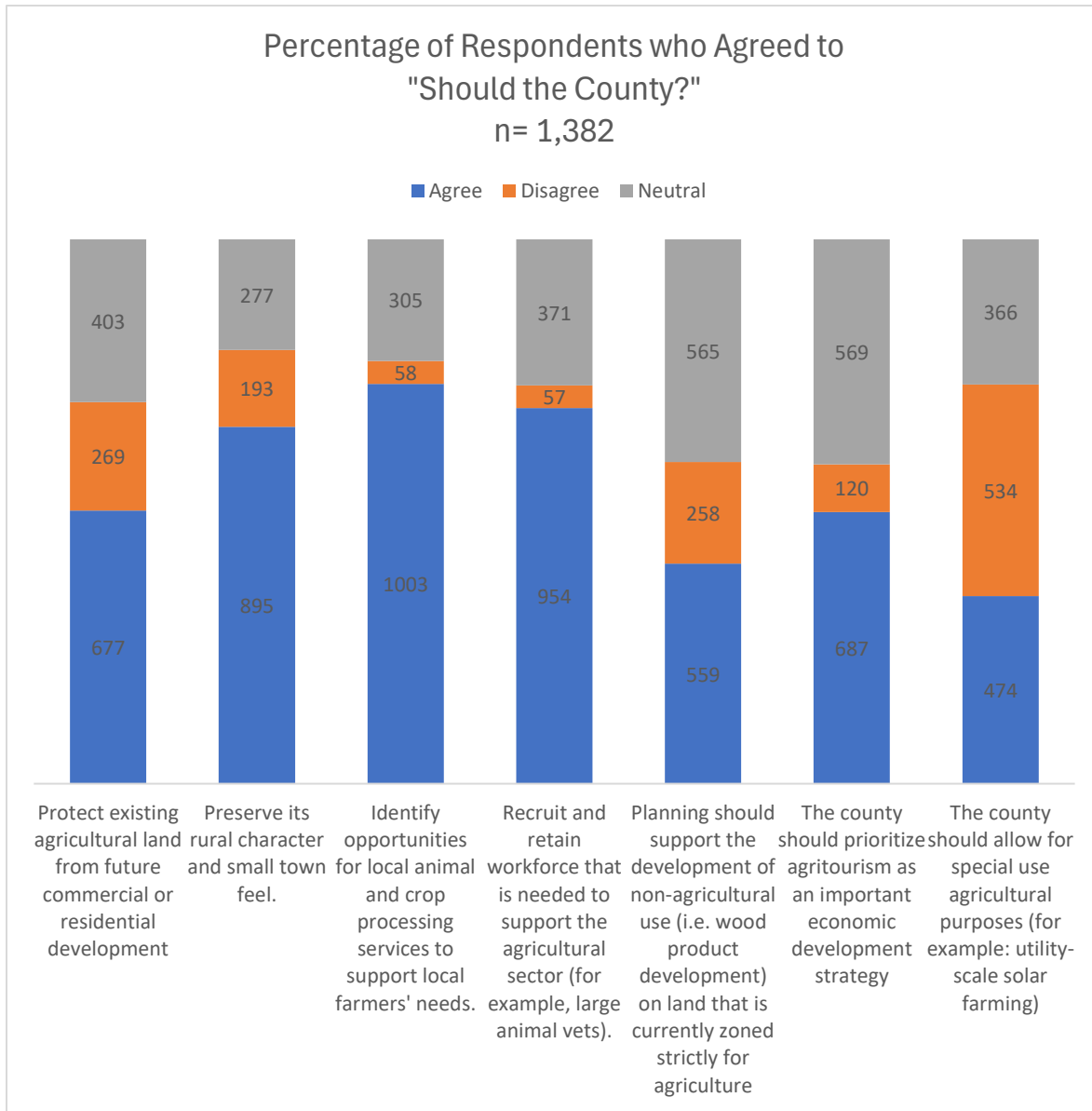


Figure 28 Resident Perception Around Strategies to Support the Agricultural Economy

Figure 28 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.

Takeaways from Mason County/Maysville Data Interactive

- 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.

C. Ag and Rural Proposed Goals and Objectives

Based on public input and supported by secondary data, the community has proposed the following goal and objectives.

Goal: Farmland and farming will be preserved as a vital component of Mason County's rural community character.

Objectives:

Objective A: Preserve soils that are considered prime or of statewide importance for continued agricultural use whenever possible.

Objective B: Promote diversifying production and identifying value-added opportunities for farming operations, especially family farms

Objective C: Support additional land uses that protect farmland from permanent residential, commercial, or industrial development but provide supplemental income to landowners.

Objective D: Encourage and incentivize new farmers to rent or own land/equipment

Objective E: Implement best management practices to reduce runoff and soil erosion to maintain soil quality.

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

8. LAND USE AND THE ENVIRONMENT

A. Current Conditions

Figure 29 below provides 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.

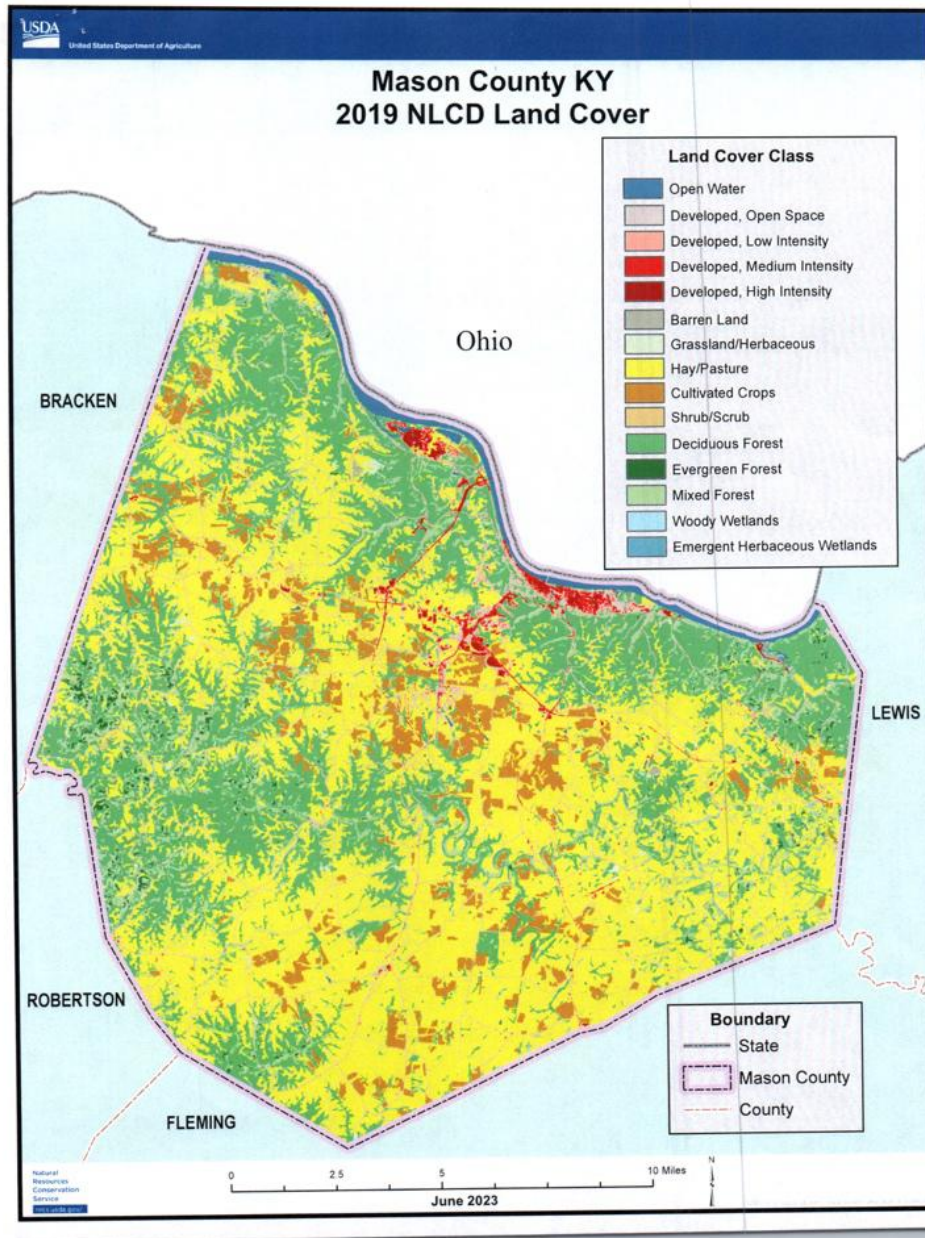


Figure 29 Mason County Land Cover, 2019.

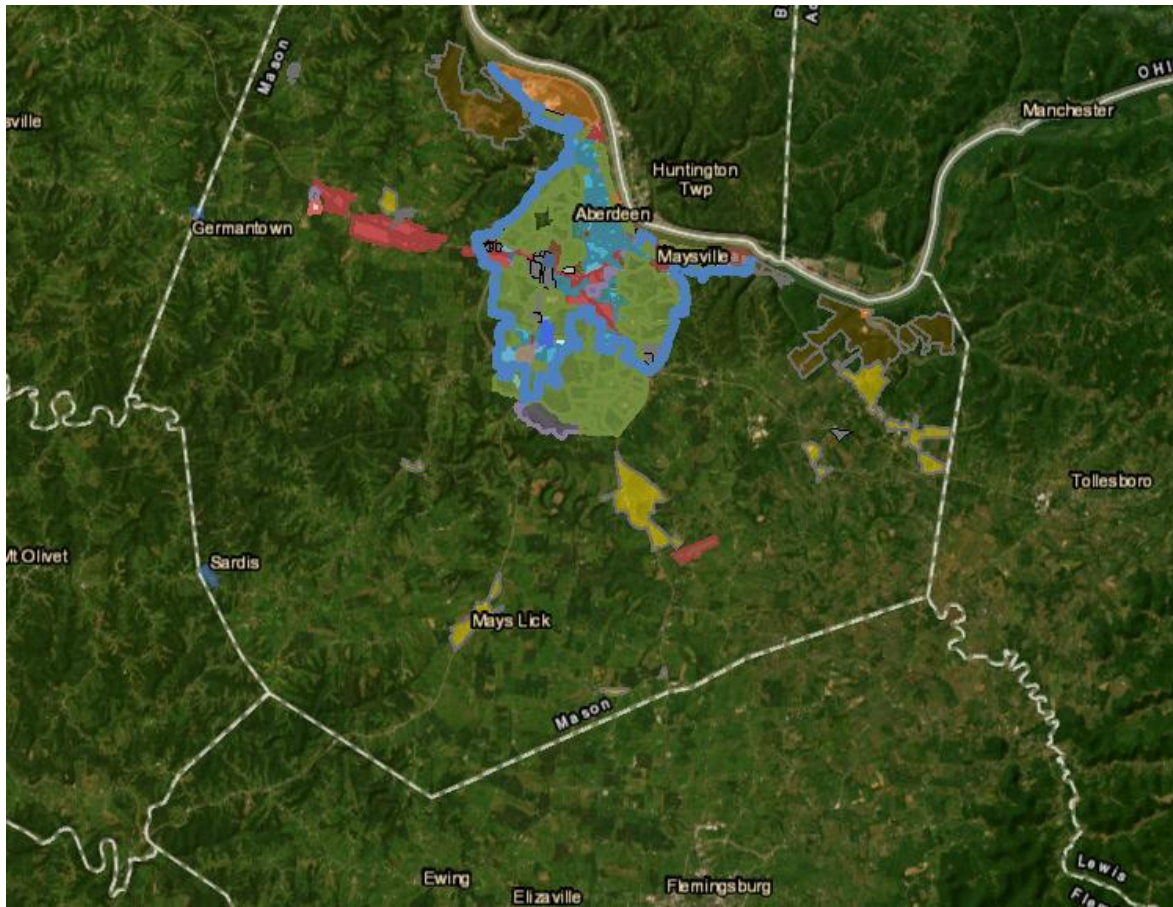


Figure 30 Mason County Land Use Map, 2025.

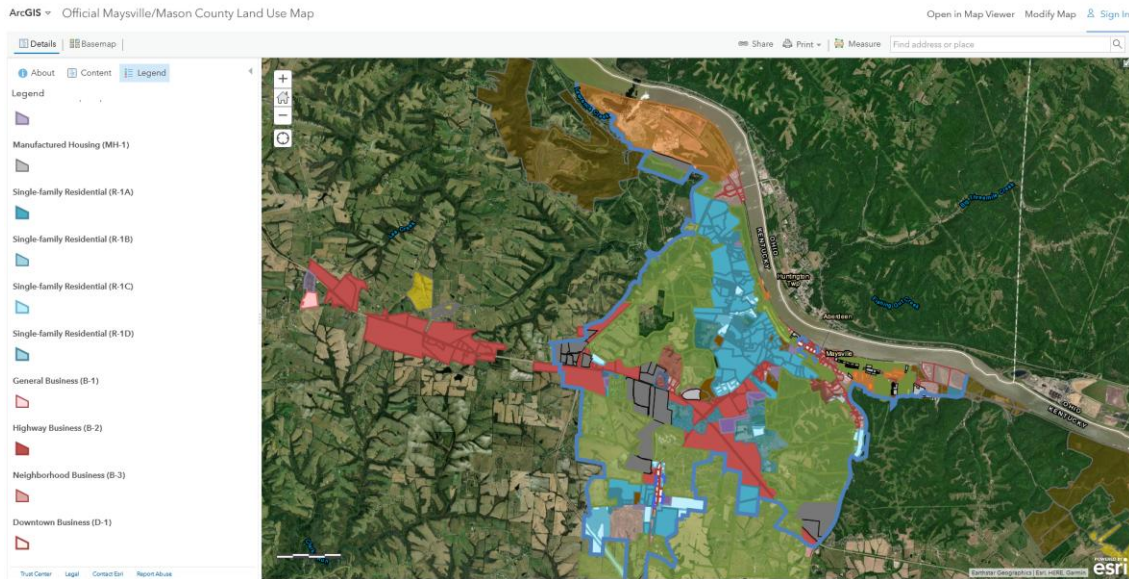


Figure 31 City of Maysville Land Use Map, 2025.

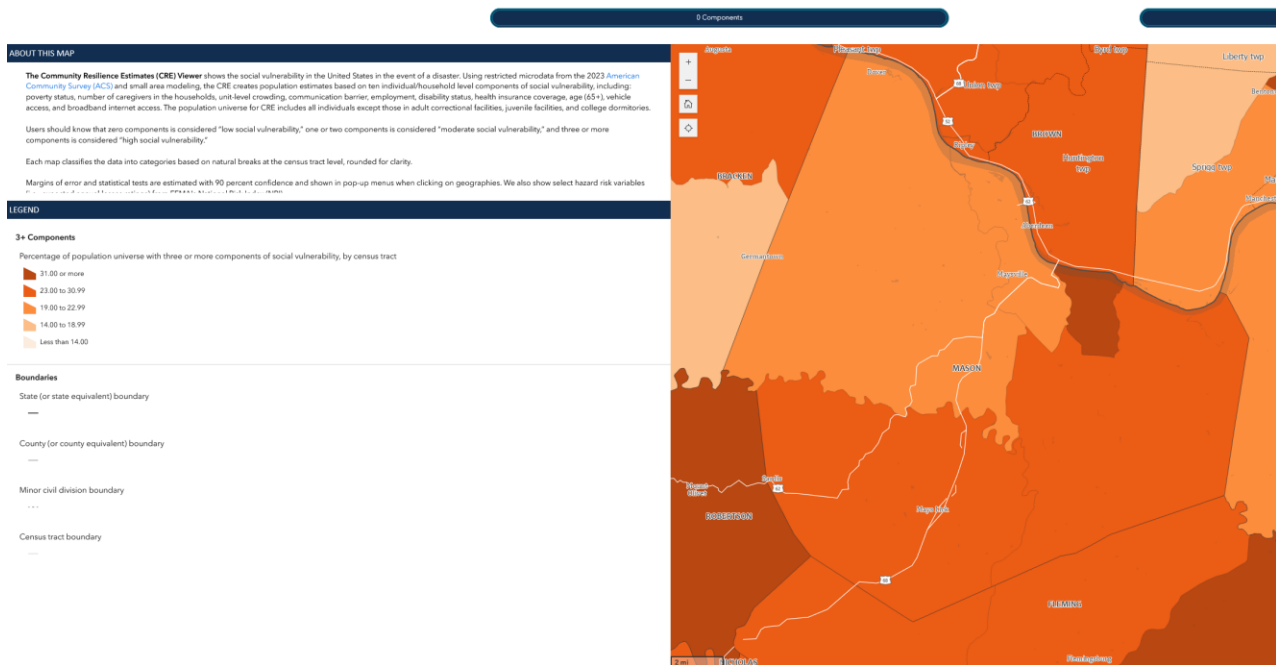


Figure 32 Community Resilience Estimates, 2023.

The map provided in Figure 32 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.

B. Community Perception

Takeaways from Mason County/Maysville Data Interactive

- 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.

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.

Table 20 Mason County Population Projections, 2025-2050

	Mason County Population	Percentage Change	Buffalo Trace ADD Population	Kentucky Population
2010 Decennial	17,490			
2020 Decennial	17,120	-2.1%	-1.1%	3.9%
Projected				
2025	16,841	-1.6%	-1.0%	1.6%
2030	16,497	-2.0%	-1.4%	1.3%
2035	16,083	-2.5%	-1.9%	1.0%
2040	15,629	-2.8%	-2.2%	<1%
2045	15,138	-3.1%	-2.4%	<1%
2050	14,665	-3.1%	-2.4%	<1%

Table 21 Mason County Household Projections, 2025-2050

	Mason County Households	Percentage Change	Buffalo Trace ADD Percent Change	Kentucky Percent Change
2010 Decennial	7031			
2020 Decennial	7136	1.5%	<1%	4.5%
Projected				
2025	7098	-0.5%	<1%	2.6%
2030	6984	-1.6%	-0.5%	2.1%
2035	6843	-2.0%	-1.4%	1.3%
2040	6686	-2.3%	-1.9	<1%
2045	6475	-3.2%	-2.6%	<1%
2050	6274	-3.1%	-2.6%	<1%

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.

C. Land Use and Environment Proposed Goals and Objectives

Based on public input and supported by secondary data, the community has proposed the following 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.

Objectives:

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

IMPLEMENTATION STRATEGIES

Theme #1: Community Facilities

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.

Objective 1-1: Health

Objective 1-1 A: Address gaps in access to specialty health care services

Strategies

1. Support local recruiting efforts for primary care and internal medicine practitioners.
2. Support local hospital in their recruiting efforts for the following specialty care practitioners: Urology Hematology Oncology Radiation Oncology Pulmonology Gastroenterology Interventional Cardiology
3. Support local partnerships with healthcare entities to provide specialty healthcare services
4. Support activities to practitioners engaged in residency programs in Maysville – NOT CLEAR

Objective 1-1 B: Improve access to acute/non emergent health care services for individuals regardless of the insurance status or ability to pay

Strategies

1. Establish community culture to *kynect* people wherever they present
2. Assess current resources and practices available for urgent/non-emergent healthcare services in Mason County.
3. Support efforts to maintain and improve technology that allows easy access to appointments such as on-line scheduling and same-day appointments
4. Retain family and internal practitioners trained in Mason County.
5. Provide spaces for mobile health units in underserved sections of the county where barriers to care may exist.

Objective 1-1 C: Improve utilization of available early detection health screening services

Strategies

1. Promote participation in local hospital community outreach programs
2. Share Meadowview branded health education and health screening information
3. Provide spaces for mobile health units in underserved sections of the county where barriers to care exist
4. Increase opportunity for partnerships with other specialty mobile health units for screenings
5. Collaborate with multiple agencies for educational opportunities regarding the importance of screening, this should include information regarding insurance coverage (out of pocket costs) for screenings.

6. Notify policymakers and community leaders regarding the role(s) of community health workers
7. Inform employers and faith base organizations about the importance of Annual Wellness Visits where age-appropriate screenings are discussed with a medical professional.

Objective 1-1 D: Identify local initiatives to reduce the negative health impact of housing insecurity

Strategies

1. Conduct community wide housing insecure survey
2. Utilize case management services offered through entities such as Ion Center, Comprehend, where assistance can be given to their clients in securing and maintaining stable housing.
3. Collaborate with local housing authority and additional housing partners to create/publicize a referral system for clients needing housing.
4. Request funding for safe, affordable housing
5. Inform community partners how to assist someone in need of affordable housing

Objective 1-1 E: Connect people to mental health and substance use disorder treatment and resources services

Strategies

1. Develop a database of all available local mental health and substance use disorder services, including community resources, support groups, telehealth options. – someone said this has been done
2. Support the use an Integrated Care Model with Primary Plus, Comprehends and Health Department mobile units
3. Co-brand 988 hotline on all government communications
4. Collaborate in anti-stigma campaigns led by community providers.
5. Promote Maysville/Mason County as safe spaces our community feel safe and comfortable reaching out for help around their mental health and substance use issues.
6. Recruit and retain mental health practitioners.

Objective 1-1 F: Promote community participation with Extension Office and Health Department health behavior improvement programs and services

Strategies

1. Link Extension and Health Department programs onto to City and County communication platforms
2. Co-brand relevant city and county events with Extension and Health Department services and programs

3. Offer free space at city county sponsored community events for Extension and Health Department outreach

Objective 1-2: Infrastructure

Objective 1-2 A: Address the current weaknesses associated with water and wastewater systems across Mason County.

Strategies

1. Assess feasibility of repair of water/wastewater systems to determine path forward.
2. Continue systematic repair of aging water/wastewater systems where appropriate.
3. Continue efforts to join ARC and explore any and all possible funding opportunities.
4. Continue expanding daily capacity of all water/wastewater systems.
5. Promote timely communication to community about system issues and solutions.
6. MANY COMMENTS ABOUT DITCHING THE OLD SYSTEM AND INVESTING IN NEW SYSTEM

Objective 1-2 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.

Objective 1-2 C: Continue to expand access to high-speed internet to all families, farms and businesses across Mason County.

Strategies

1. Complete Charter/Spectrum RFP Process / P3 investment project wiring all habitable structures in Mason County.
2. Continue to work with Windstream, Performance Limestone, ATT and others on ARDF funding across Mason County for continued investment in fiber.

Objective 1-2 D: Continue improving recycling opportunities across Mason County.

Strategies

1. Support Maysville's initiative of recycling boxes behind city garage.
2. Continue identifying highly populated work areas (schools, employers, etc) that will pre-sort materials and county will pick up.

Objectives 1-3: Parks and Rec

Objective 1-3 A: Provide opportunities for all Mason County residents to participate in countywide recreational amenities

Strategies

1. Create a formal entity composed of parks and recreation stakeholders for the purposes of developing, coordinating, and communicating parks and recreation programs and services.
2. Develop a map of all recreational areas in Mason County with brief descriptions for each amenity.

Objective 1-3 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.

1. Create and distribute annual surveys and conduct focus groups to determine the quality of existing local parks and recreation activities, services, and amenities, and to measure the demand for new parks and recreation activities, services, and amenities

Objective 1-4: Public Service

Objective 4: Remain responsive to community needs, growth and ever-changing community climate.

Strategies

1. Identify better water availability in rural county areas. Currently more departments are needed when responding and they must bring refill tankers
2. Create a financial incentive to attract public service personnel
3. As an additional recruitment strategy, create a property tax credit program for hours served
4. Assess budget to better understand the necessary funding to cover shortfalls.
5. Seek federal and state grants to offset insurance liability costs
6. Service fire hydrants which are out of service

Theme #2: Housing

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 2A: 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 2B: Create a variety of housing options for senior citizens that enable access to services and promote social inclusion.

Objective 2C: Prioritize infill development to capitalize on access to transit and amenities while not over burdening infrastructure.

Strategies (for 2A, 2B, and 2C)

1. Inventory and revitalize vacant and aging buildings.
2. Partner with existing industry to better understand housing needs and co-create strategies to increase supply of housing options.
3. Create, maintain and market inventory of funding options including Kentucky Housing Corporation, Frontier Housing, Local Banks, FFA loans, etc.
4. Create, maintain and market a “Land Bank” of available properties identified by zone.
5. Encourage new subdivisions; homes, duplexes and townhomes especially locations that can be supported by existing infrastructure.
6. Create, maintain and market inventory of builders, remodelers, investors, and developers
7. Consider alternative construction options including tiny homes, manufactured, mobile, and modular homes.
8. Identify barriers for new construction, renovations, or rezoning.
 - Review set-back rules, grandfather city locations.
 - Identify and evaluate local building codes that may be outdated and prohibiting building and/or remodeling.
 - Identify and evaluate state building codes that could be outdated and advocate for change.
 - Review and evaluate need and application of Five-Acre Rule.
 - A TOTAL review of our zoning code is warranted. With a new comp plan coming out, it makes sense to review both the zoning ordinance (staff, PC, and legislative bodies) and subdivision regulations (staff and PC) to determine what is outdated, and what can be improved/made more permissive.
9. Increase the number of skilled crafts people in construction, finishing, wiring, plumbing, foundations, etc. in partnership with eh MCTC Morehead campus.
10. Identify opportunities for internships or mentoring programs in the area for MCTC graduates.

11. Utilize Mason County Magnet School and Kentucky Welding Institute as a resource (for future skilled individuals)

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

Objective 2E: 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.

Strategies

1. Create, maintain and market Inventory of funding options including Historic preservation grants, Kentucky Housing Corporation, Frontier Housing, Local Banks, etc.
2. Identify egress options while abiding to code on the interior of historic buildings

Theme #3: Economic Development

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 3A: Enhance marketing efforts throughout the county and the region as a whole and create a strategic plan for the MMCIDA.

Strategies

Create and adopt a strategic plan for MMCIDA that should address a) solving issues with utility availability at sites b) how to best broker current properties and sell them to companies willing to invest and bring jobs to Maysville; and c) broadband/Wi-Fi gaps

Objective 3B: Target agricultural industry as an economic development opportunity for county.

Strategies

1. Expand our riverport to incorporate agriculture commerce via shipping on the river. Currently our agriculture community is reliant on Cincinnati and wait times are long and the trip takes most of the day. Port grants are currently available, we should use this as an opportunity to expand.
2. Use state funding to better help our agriculture community grow and stay vibrant.
3. Help subsidize agriculture with Agritourism. Share ideas with our agriculture partners to help drive additional income without high overhead.

Objective 3C: Amplify communications with existing industry to address pressings needs and opportunities for expansion.

Strategies

1. Continue to use the Industrial Development Authority and help build relationships with not only the IDA, City, and County but also our ADD and State.
2. Hold quarterly meetings with site heads and the local officials to address individual and group needs.

Objective 3E: Create an entrepreneurial ecosystem that attracts and retains retirees and young professionals.

Strategies

1. Continue to grow our young professional group in town. Offer more events that draw engagement and productive conversations.
2. Annual workshops for people starting or expanding their small business. Connect these people with Area entrepreneurial groups that offer free training and support.
3. Continue to keep Maysville a beautiful town while also increasing available housing and unused space downtown.

Objective 3F: Capitalize on recent broadband investments to actively recruit remote work opportunities.

Strategies

1. Continue to leverage new providers coming into the area as a way to increase current service. If we allow all of our providers to provide similar services they will see no need to grow/develop.
2. Inform the public about atypical services that can be received via Satellite instead of traditional means.

Objective 3G: 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.

Strategies

1. Help to support the Stober Drives apprenticeship program that currently provides free training and education to local area students in both K-12 and the community college.
2. Start panels or discussion boards online about the types of jobs younger people in the area are interested in and help find resources to keep those people here.
3. Leverage MCTC for potential collaborations between our future work force and our current employers.
4. Coordinate with the homeschool population to ensure access to career readiness services.

Theme #4: Transportation

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 4A: Better connect the population points around the county

Strategies

1. Investigate scheduling the bookmobile, if available, on a regular basis.
2. Expand the availability of broadband internet services across the county.
3. Identify more family-oriented events or fairs in different areas of the county.
4. Schedule community picnics or block parties or street dances to attract more people to an area.
5. Attract and retain small businesses to the area to lessen travel time to larger towns
6. Consider transportation options that minimize costs for seniors to travel outside the region for healthcare

OBJECTIVE 4B: Improve utilization of the river port to increase the flow of goods and **tourists** coming in and out of the region

Strategies

Capitalize on the \$1.5 million awarded for the river port project by seeking businesses from Northern KY and Cincinnati to move products through the port.

OBJECTIVE 4C: Consider road enhancements when resurfacing (widening, turn lanes, etc.)

Objective 4D: Capitalize on the Fleming Mason Airport as an important transportation and tourism asset.

Strategies

1. Explore opportunities to hold events that would attract various kinds of aircraft (Military, Biplanes, or Ultralight planes) along with additional vendors as a tourist opportunity
2. Look for opportunities to attract small, localized distribution centers being serviced by large airports.
3. Work with MCTC to develop more opportunities for aircraft maintenance and inspections or possibility aeronautical instrument or radio repair business

Theme #5: Culture and History

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

Objective 5A: Support efforts of Downtown Maysville and Historic Old Washington revitalization and preservation programs by focusing on infrastructure enhancement, beautification, and strategic marketing

Strategies

1. Implement skilled training for Board of Architectural Review and increase landowner outreach
2. Review current overlays and exemptions within Maysville historic districts

Objective 5B: Focus efforts on protecting and showcasing sites that are significant to Mason County's history, uniqueness, and natural beauty.

Strategies

1. Promote all history related to Maysville and Mason County including but not limited to underrepresented historical narratives
2. Increase the number of architectural surveyed sites in Maysville and Mason County

Objective 5C: Create a trained preservation board to oversee historic districts and landmarks in the unincorporated parts of the County.

Strategies

1. Mason County Historic Preservation Board to identify historic sites in Mason County

This strategy does not align with this objective. This strategy should be in 5b. Who offers the training?

Objective 5D: Develop comprehensive marketing strategies for Maysville and Mason County.

Strategies

1. Promote regional tourism activities for Maysville and Mason County.
2. Build attention-grabbing community branded points of entry for Maysville and Mason County thoroughfares
3. Create a self-guided audio tour of Downtown Maysville and Historic Old Washington

Objective 5E: Promote Maysville and Mason County artisans while recognizing their various contributions to the community.

Strategies

1. Develop **targeted workforce programs** to draw artists, architects, and historic preservation professionals and students to Maysville and Mason County **NEED MORE DETAIL**

Objective 5F: Design Master Plan for the Maysville River Front.

Strategies

1. Work with industry experts to design a community focused plan.
2. Publicize and post design plans on City of Maysville website and at physical location for community awareness.
 - a. COMMENTS WHERE SOME FOLKS WOULD LIKE TO PROVIDE INPUT BEFORE PLAN IS CREATED

Comments:

Focus on accessibility especially Old Wash. More sidewalks, better entries

Revitalization and preservation funding from city/county

More options/entertainment for retirees/aging

More access points (5F)

Better communication about river activities

Focus on rural spaces (Charles Young history)

Contract with agencies for semi-regular reviews instead of train

Theme #6: Ag and Rural

Goal: Farmland and farming will be preserved as a vital component of Mason County's rural community character.

Objective 6A: Preserve soils that are considered prime or of statewide importance for continued agricultural use whenever possible.

Strategies

1. Deny residential development of areas not serviced by public water, sewage and present road conditions (width and shoulder) safely support additional traffic.
2. Create an agricultural committee, comprised of a representative set of producers and agricultural organizations/businesses, that stays abreast of state and federal guidelines and definitions, supports maintaining productive agriculture, and is at the forefront of farmland protection for future generations.
3. Educate landowners about enrolling productive agricultural land into conservation easements, Grasslands Reserve Program (GRP), and Agricultural Districts in keeping with maintaining the rural characteristics of the county.
4. The Planning Commission should notify and solicit feedback from local agricultural businesses, Extension, local, federal, and state agriculture officials before major land use decisions are made and should consider a cap of existing farmland that can be entered into long-term leases or contracts that take the land out of its current productive use.
5. Restrict significant conversion of "prime farmland" or "farmland of statewide importance" to any other use besides agriculture.

Objective 6B: Promote diversifying production and identifying value-added opportunities for farming operations, especially family farms.

Strategies

1. Encourage farm and family production and sales, as in greenhouses, hatchery, meat products, honey, jams, jellies, and wood products
2. Encourage and recruit "best value-added use" for sustainable crop production in forms of feed, fuel, brewing, distilling, hops, grapes, berries, etc.

Objective 6C: Support additional land uses that protect farmland from permanent residential, commercial, or industrial development but provide supplemental income to landowners.

Strategies

1. Provide property owners with additional land use options to increase the income potential of their land.

Objective 6D: Encourage and incentivize new farmers to rent or own land/equipment.

Strategies

1. Create Real estate Investment Trust/Asset Sharing between owners and producers.
2. Provide property tax elimination incentives of land contracts between older to younger landowners.
3. Encourage economic development recruitment of high-income activities and professions.}

Objective 6E: Implement best management practices to reduce runoff and soil erosion to maintain soil quality.

Strategies

1. Work to implement NRCS/Soil Conservation District Best Management Practices (BMPs) in areas and situations pertaining to runoff and soil erosion.
2. Encourage cover cropping methods to reduce erosion.
3. Encourage no-till planting in areas posing risk to increased soil erosion and runoff.
4. Limit overstocking/overgrazing pasture fields to reduce opportunities of erosion.

Objective 6F: Identify new agriculture enterprises to support existing farmers and actively recruit new agribusinesses or incentivize agribusiness start-ups.

Strategies

1. Obtain a riverport that is developed for both water and rail transportation for agricultural products, and develop the infrastructure to store and handle large grain production from Mason County along with other agricultural commodities from agricultural businesses.
2. Actively recruit agribusinesses that provide markets for locally grown products and will allow value added opportunities for those products.
3. Provide tax incentives to promote new equipment dealerships.
4. Obtain USDA slaughter facility to harvest and market local beef.

Theme #7: Land Use and Environment

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 7A: 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.

Strategies:

- Identify and evaluate underused infrastructure for potential decommissioning or repurposing.
- Concentrate public investment in areas with stable or growing populations to maximize return on infrastructure spending.
- Develop policies to prevent overbuilding and reduce future maintenance liabilities.
- Encourage adaptive reuse of existing facilities to meet evolving community needs.

Objective 7B: 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.

- Promote the conversion of obsolete or underused buildings (e.g., schools, industrial sites, commercial buildings) for new uses such as housing, coworking, maker spaces, or community hubs.
- Offer incentives such as tax credits, fee waivers, or expedited review for adaptive reuse projects.
- Update zoning codes to allow for flexible reuse and mixed-use conversions, particularly in areas with declining demand for original uses.
- Preserve historically or architecturally significant structures while allowing for creative modernization.

Objective 7C: 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.

Strategies: Support Aging-in-Place and Senior-Friendly Development

- Encourage a mix of housing types that accommodate seniors at various stages of independence.

- Improve accessibility to key services, healthcare, and transit for older adults.
- Design public spaces and infrastructure that are safe, walkable, and age friendly.

Objective 7D: Ensure land use policies and resulting services are accessible for all populations and communities in Mason County.

- Promote access to affordable housing, community facilities and essential services.
- Ensure all sidewalks, crossings, and public spaces are consistent with universal design principles (e.g., benches, lighting, ramps).

Objective 7E: Enhance community resilience by restoring natural systems, promoting sustainable land use practices, and reducing environmental impacts through strategic land management and infrastructure planning.

Strategies

- Encourage the use of green infrastructure in public and private development.
- Reduce impervious surfaces through zoning and subdivision regulations that promote compact development and low-impact design.
- Increase tree canopy, urban forests, and the protection of carbon-rich soils.

Objective 7F: Support sustainable agricultural practices by encouraging regenerative agricultural practices to maintain soil quality and productivity

Strategies:

- Encourage conservation farming methods that protect soil health and reduce runoff including no-till, cover cropping, and rotational grazing.
- Partner with conservation districts and University of Kentucky Extension to support landowners with sustainable management tools.

Objective 7G: Guide Appropriate Renewable Energy Development

Strategies:

- Guide larger renewable projects to areas with minimal impact on productive farmland and natural habitats.
- Update siting guidelines to balance energy development with rural character and environmental protection.

APPENDIX A: Steering Committee Members

At its November 2nd, 2022 meeting, the Planning Commission approved the following list of steering committee members; the list is subject to change, and the approval of a small amount of additional members is anticipated at a subsequent meeting:

Current Steering Committee Roster

- Debra Cotterill, Mayor, City of Maysville – government
- Victor McKay, City of Maysville Board of Commissioners – government, public health
- Owen McNeill, Judge/Executive, Mason County – government, economic development
- Chris O’Hearn, Mason County Board of Commissioners – government, education
- Kaci Compton, Executive Director, Maysville/Mason County Chamber of Commerce – business representative
- Lori Ulrich, RECC Fleming/Mason Energy – economic development, community facilities
- Rick Lawrence – tourism
- Tammy White – river/rail transportation
- Mark Kachler, Owner, Kachler Real Estate Services, LLC – land use, housing
- Xandy Stewart, Secretary, Mason County Joint Planning Commission
- Kirby Rosser, member, Mason County Joint Planning Commission
- David Reed, member, Mason County Joint Planning Commission (added 10/2/24)
- Tyler McHugh, Director, Maysville-Mason County Industrial Development Authority – economic development (added 10/2/24)

Past Steering Committee Members

- Jodi Ashby, Director, Maysville-Mason County Industrial Development Authority – economic development
- Bradley Day, Owner, Bradley's Boutique and Haberdashery – small business representative
- Doug Wadley, Mill Manager, International Paper – large business representative
- Ronnie Lawrence, Manager, Hinton Mills – agricultural business owner, farmer
- Blake Jones, District Planning Engineer, KYTC Department of Highways District 9 – transportation
- Barb Clarke – historic preservation, culture, arts
- CJ Hunter, Director, Kentucky Gateway Museum Center – history, culture
- Lamont Johnson, Tom Browning Boys and Girls Club – housing and community facilities
- Anita Boyd, FCS Program Senior Assistant, Mason County Extension Office – low-income families
- Dr. Craig Denham, PrimaryPlus – healthcare
- Maura Hartman, Mason County High School student
- Taylor Watts, St. Patrick School student

APPENDIX B: Comprehensive Plan Process Timeline

The Steering Committee held meetings at the Maysville Municipal Building, 216 Bridge Street - unless otherwise noted - on the following dates and at the following times:

- Tuesday, March 14th, 2023 – 6 p.m.
- Tuesday, April 11th, 2023 – 6 p.m.
- Tuesday, May 9th, 2023 – 6 p.m.
- Tuesday, May 23rd, 2023 – 6 p.m.
- Tuesday, June 20th, 2023 – 6 p.m.
- Tuesday, July 25th, 2023 – 6 p.m.
- Tuesday, August 15th, 2023 – 6 p.m.
- Tuesday, August 30th, 2023 – 6 p.m.
- Tuesday, September 19th, 2023 – 6 p.m.
- Tuesday, November 28th, 2023 – 6 p.m.
- Tuesday, February 6th, 2024 – 6 p.m. RESCHEDULED: Tuesday, February 20th, 2024
- Tuesday, March 26th, 2024 – 6 p.m.
- Tuesday, June 11th, 2024 – 6 p.m.
- Wednesday, June 26th, 2024 – 6 p.m. - This meeting will be held at the Maysville/Mason County Area Chamber of Commerce - 201 East Third Street
- Tuesday, August 27th, 2024 – 6 p.m.

Public Meetings

The Community and Economic Development Initiative of Kentucky on behalf of the Mason County Joint Planning Commission conducted a focus group on Tuesday, December 13th, 2022 during the following time and at the following location to solicit public input for determining the Comprehensive Plan themes:

- Mays Lick Fire Hall – 5036 Salt Lick Circle in Mays Lick – Noon to 1:30 p.m.
- The Cox Building – 2 East Third Street in downtown Maysville – 6 p.m. to 7:30 p.m. This focus group has been cancelled due to a family emergency and will be rescheduled for a future date/time. We apologize for the short notice and any inconvenience this may cause.

The Community and Economic Development Initiative of Kentucky on behalf of the Mason County Joint Planning Commission conducted a follow-up focus group on Tuesday, January 17th, 2023 during the following time and at the following location to solicit public input for determining the Comprehensive Plan themes to stand in for the cancelled focus group in December:

- The Cox Building – 2 East Third Street in downtown Maysville – 6 p.m. to 7:30 p.m.

If you cannot attend either of the two public meetings listed above, please click [here](#) and fill out the online survey. Printed copies of the survey are available at the Mason County Public Library located at 218 East Third Street in downtown Maysville. Please fill out the survey in either digital or paper formats by early January. The survey has closed.

The Community and Economic Development Initiative of Kentucky on behalf of the Mason County Joint Planning Commission conducted public meetings to discuss the survey data to formulate Comprehensive Plan goals and objectives during the following dates and times, and at the following locations; each public meeting covered the listed theme.

- Tuesday, October 3rd, 2023 @ 6 p.m. - MCTC - Community Facilities
- Thursday, October 5th, 2023 @ 6 p.m. - May's Lick Fire Hall - Community Facilities
- Tuesday, October 17th, 2023 @ 6 p.m. - Mason County Public Library - Housing
- Thursday, October 19th, 2023 @ 6 p.m. - MCTC - Housing
- Thursday, November 2nd, 2023 @ 6 p.m. - MCTC - Economic Development
- Thursday, November 9th, 2023 @ 6 p.m. - May's Lick Fire Hall - Economic Development
- Tuesday, December 5th, 2023 @ 6 p.m. - MCTC - Transportation
- Thursday, December 7th, 2023 @ 6 p.m. - May's Lick Fire Hall - Transportation
- Tuesday, January 9th, 2024 @ 6 p.m. - MCTC - Culture & History
- Thursday, January 11th, 2024 @ 6 p.m. - May's Lick Fire Hall - Culture & History
- Tuesday, January 23rd, 2024 @ 6 p.m. - Orangeburg Fire Hall - Agriculture & Rural Areas
- Thursday, January 25th, 2024 @ 6 p.m. - May's Lick Fire Hall - Agriculture & Rural Areas
- Tuesday, January 30th, 2024 @ 6 p.m. - MCTC - Land Use & the Environment
- Thursday, February 1st, 2024 @ 6 p.m. - May's Lick Fire Hall - Land Use & the Environment

CEDIK on behalf of the Mason County Joint Planning Commission conducted public meetings to solicit public comment on the proposed Comprehensive Plan goals, objectives, and strategies developed and revised by the Steering Committee, its subcommittees, and CEDIK. The public meetings were held during the following dates and times, and at the following locations:

- Tuesday, August 13th, 2024 @ 6 p.m. - The Cox Building
- Tuesday, August 20th, 2024 @ 6 p.m. - May's Lick Fire Hall
- Tuesday, September 17th @ 6 p.m. - MCTC - Calvert Café
- Tuesday, September 24th @ 6 p.m. - May's Lick Fire Hall

Planning Commission Meetings

The Mason County Joint Planning Commission held regular meetings at the Maysville Municipal Building, 216 Bridge Street at 5:30 p.m. - unless otherwise noted - on the following dates:

- Tuesday, October 11th, 2022 - special meeting - discussed the Comprehensive Plan update process with CEDIK
- Wednesday, November 2nd, 2022 - discussed recommendations for the Comprehensive Plan Steering Committee
- Tuesday, November 22nd, 2022 - special meeting - discussed amendments to the Comprehensive Plan Steering Committee
- Tuesday, March 21st, 2023 - special meeting - discussed the Comprehensive Plan Update Steering Committee's recommendations for Comprehensive Plan themes
- Wednesday, May 3rd, 2023 - discussed the Comprehensive Plan Update Steering Committee's updated online survey draft

- Wednesday, June 7th, 2023 - discussed the Comprehensive Plan Update Steering Committee's final survey draft and the survey marketing/distribution plan
- Wednesday, August 2nd, 2023 - discussed the ongoing survey marketing/distribution efforts
- Wednesday, September 6th, 2023 - discussed the ongoing survey and public meeting marketing/distribution efforts
- Wednesday, October 4th, 2023 - discussed the survey results and the public meeting schedule and marketing/distribution efforts
- Wednesday, November 1st, 2023 - discussed the public meetings
- Wednesday, December 6th, 2023 - discussed the public meetings
- Wednesday, February 7th, 2024 - discussed the public meeting outcomes
- Wednesday, March 6th, 2024 - discussed the public meeting outcomes
- Wednesday, April 3rd, 2024 - discussed the Comprehensive Plan update process next steps
- Wednesday, May 1st, 2024 - discussed the Comprehensive Plan update process next steps
- Wednesday, May 22nd, 2024 - special meeting - discussed the Comprehensive Plan update process next steps
- Wednesday, June 5th, 2024 - discuss the Comprehensive Plan update process next steps
- Wednesday, August 7th, 2024 - discussed the Comprehensive Plan goals, objectives, and strategies, and the upcoming public meetings
- Wednesday, September 4th, 2024 - discussed the Comprehensive Plan goals, objectives, and strategies public meeting results as well as future meetings and next steps
- Wednesday, October 2nd, 2024 - discussed the Comprehensive Plan Land Use & the Environment public meetings as well as future meetings, next steps, and the Steering Committee roster
- Wednesday, November 6th, 2024 - discussed next steps

APPENDIX C: Characteristics of Survey Respondents

Survey Data

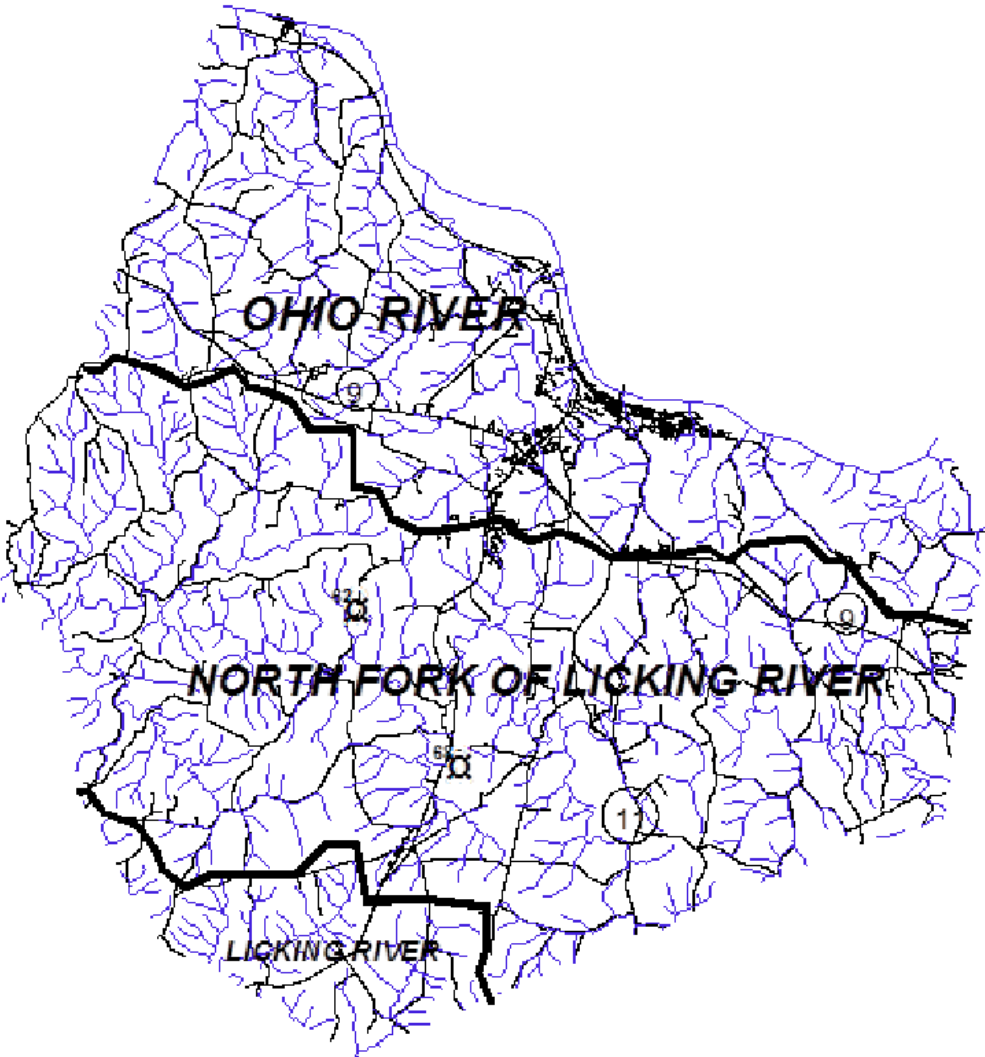
Race and Hispanic Origin	Total Responses
White alone, not Hispanic or Latino	1445
Black or African American	50
Hispanic or Latino	14
Other	11
Two or more races	19
Prefer not to answer	75
Did not Answer	70
Total	1,684

Response by Location	Total Responses
A (Maysville)	905
B (Rectorville)	122
C (Helena)	34
D (Mays Lick)	195
E (Sardis & Germantown)	51
F (Dover)	92

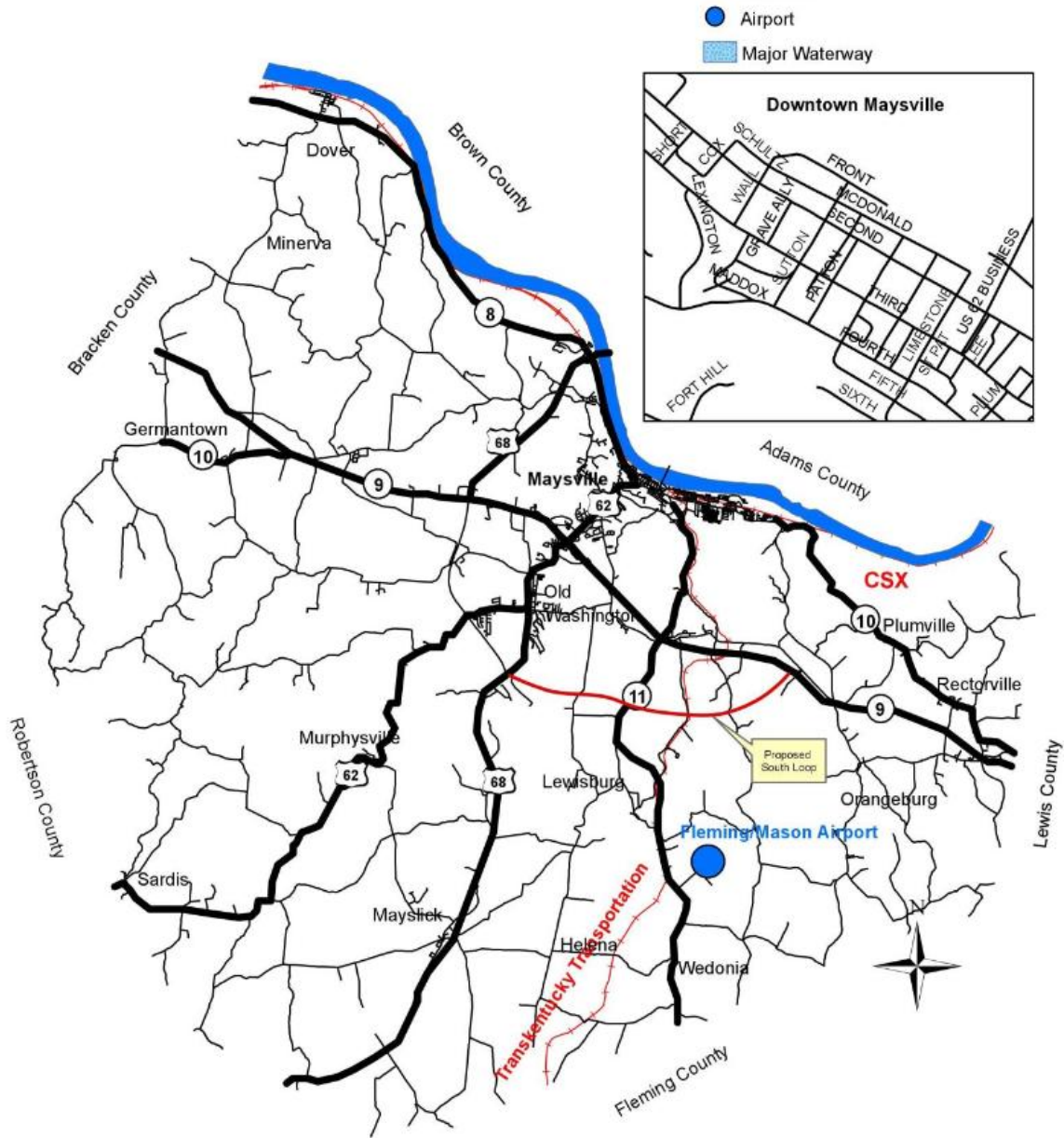
What is the highest level of education you have received?	Column1
Some high school	35
High school graduate or GED	210
Some college	298
Associate's Degree	308
Bachelor's Degree	405
Master's Degree	304
Professional Degree (JD, MD, PhD)	72
Prefer not to answer	15

Age	Column1
Under 18 years old	33
18 to 25 years old	66
26 to 35 years old	257
36 to 45 years old	294
46 to 55 years old	355
56 to 65 years old	329
66 to 75 years old	258
Older than 75	65

APPENDIX D: Maps from previous plan
Watersheds of Mason County

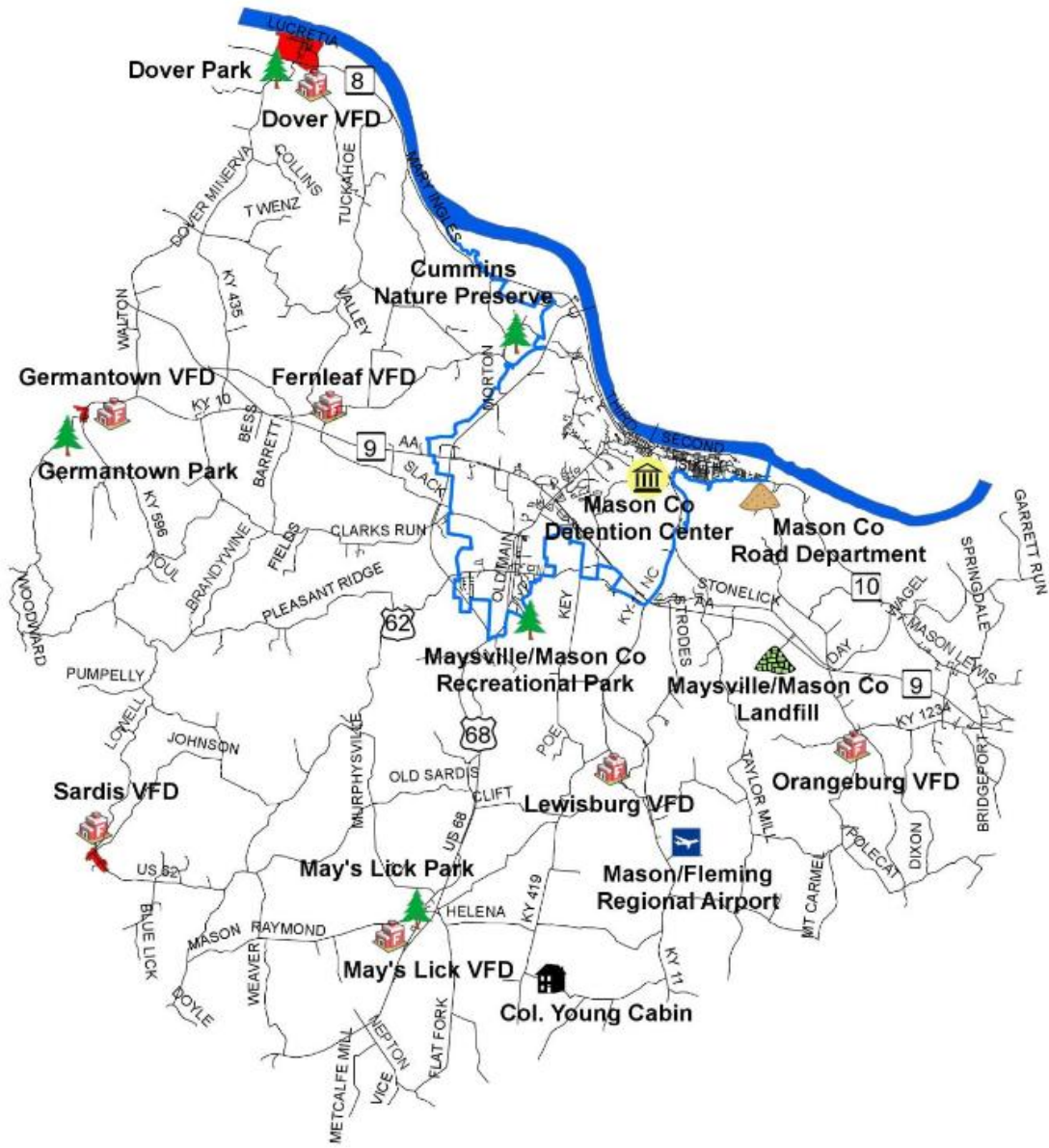


Mason County Transportation Systems

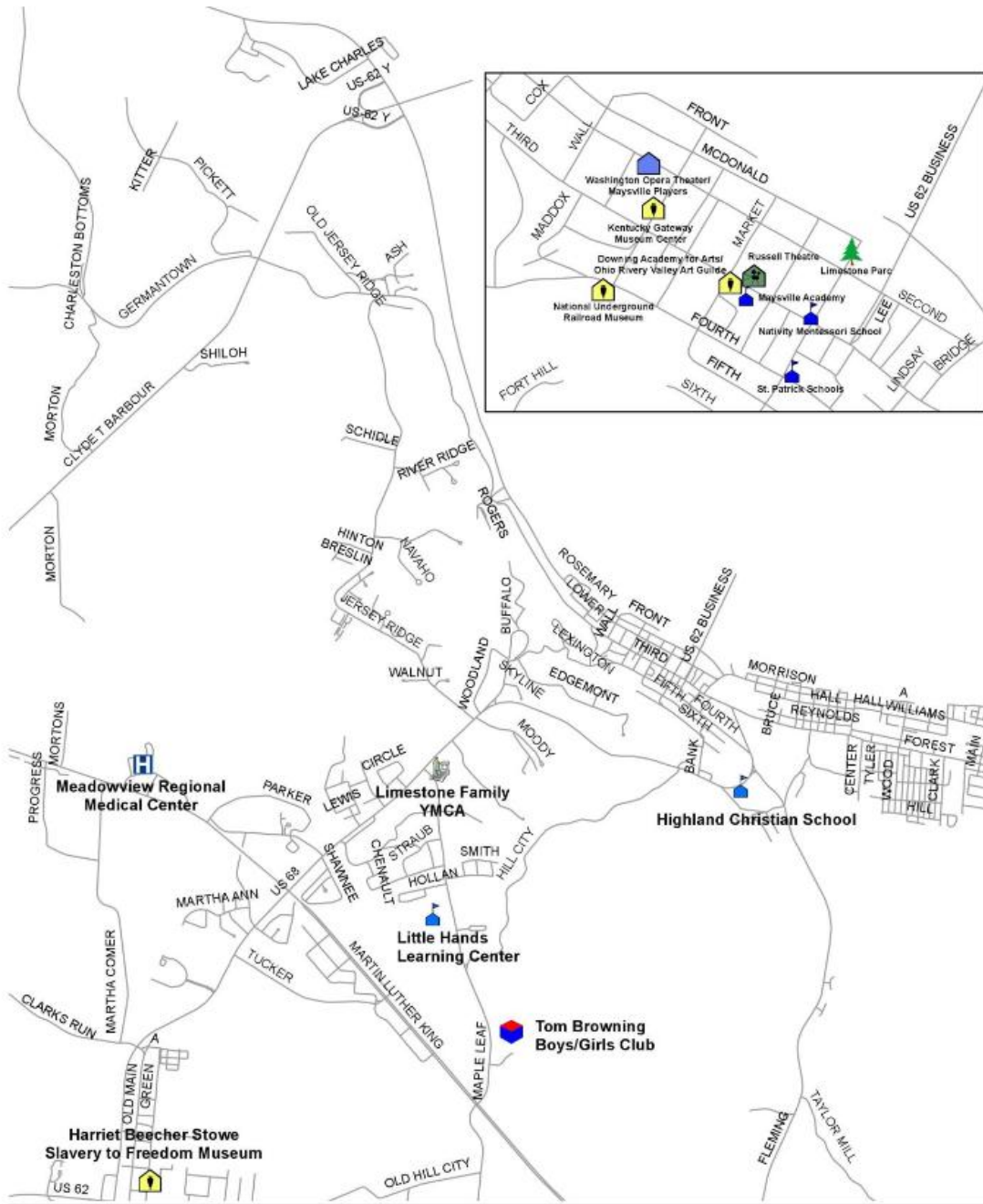


Maysville Public Facilities Map

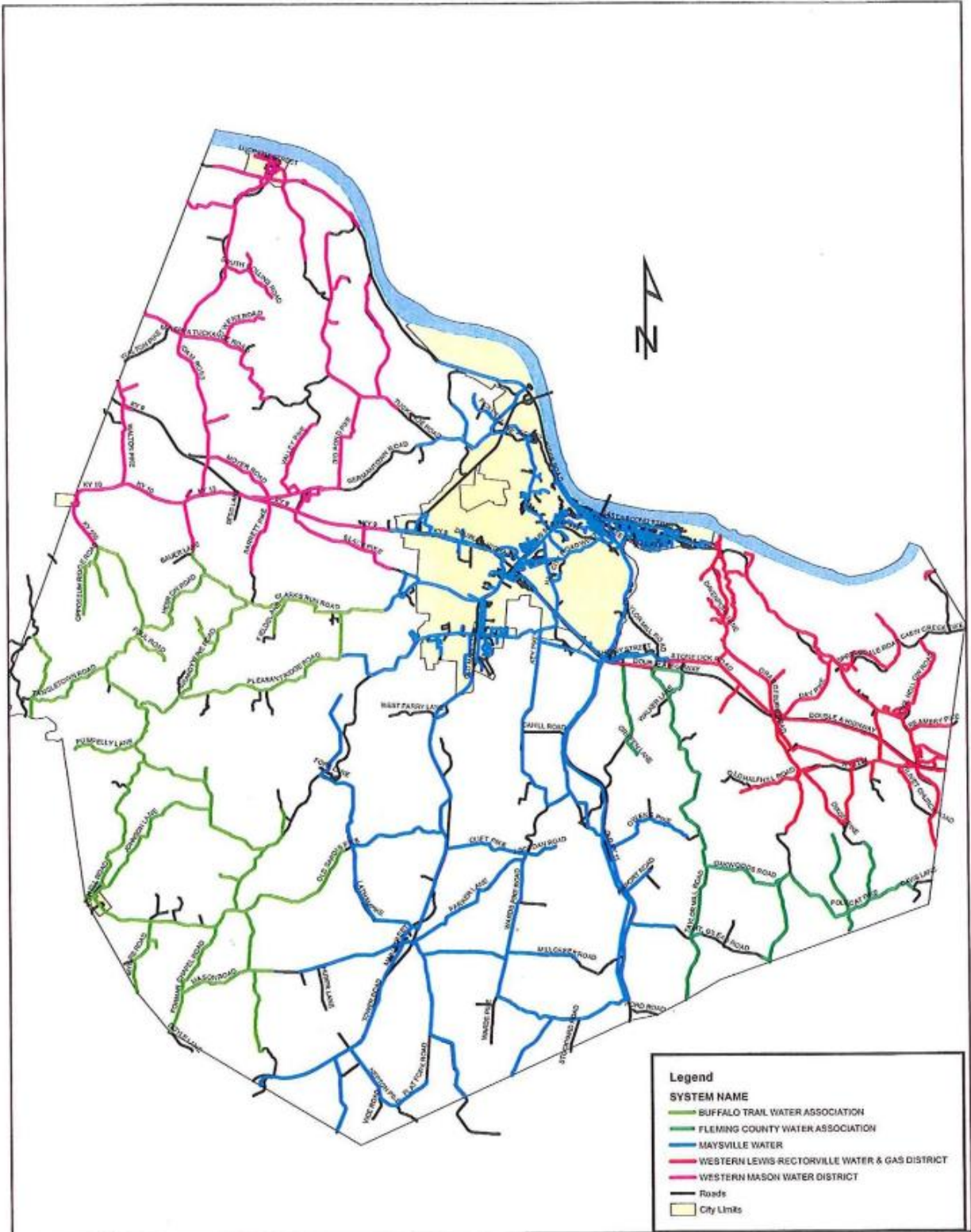
Mason County Public Facilities Map



Maysville Community Facilities Map



Mason County Water Systems



○ Residential

□ Commercial

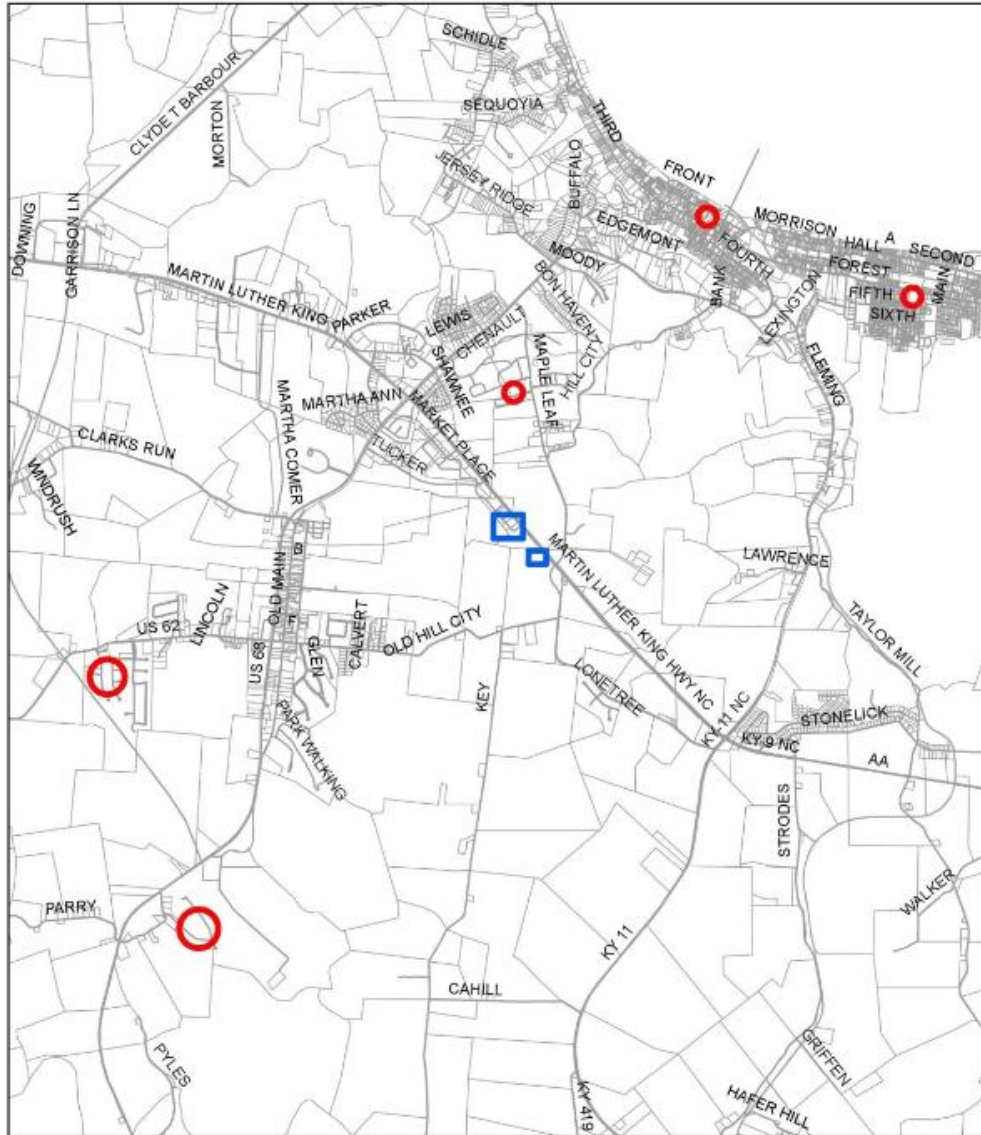


Figure 11. Major Areas of Development Since 2006

APPENDIX E: Housing Study

INTRODUCTION

The Community and Economic Development Initiative of Kentucky (CEDIK), a unit within the Martin-Gatton College of Agriculture, Food and Environment (CAFE) at the University of Kentucky, was commissioned in Fall of 2022 to do a housing study for Mason County. To better understand existing housing issues and projected housing demand, CEDIK used a combination of data sources including publicly available secondary data, the Mason County property tax roll made available through the PVA office, and results from a survey that specifically designed to capture residents' preferences for housing and attitudes towards future residential development. This report first explores secondary data including commuting patterns, housing structures and characteristics followed by a review of the Mason County tax roll and concludes with detailed analysis from survey responses.

Mason County is located in north central Kentucky, along the Ohio River. Much of Mason County's character comes from its rich history. Historic Old Washington was established in 1786 before the county was created in 1788, famous frontiersman Simon Kenton settled the area, and Harriet Beecher Stowe visited in 1833 and included part of her experience in her novel "Uncle Tom's Cabin" (washingtonky.com, 2023). Presently, Mason County's calendar is full of events and festivals throughout the year (thinkmaysvilleky.com, 2023). Visitors can also take in camping, art, and museums. The Manufacturing, Health Care, and Retail Trade industries are the top three employers in the county (Chmura, 2023).

Commuting Patterns

In 2022 there were 7,176 people working in Mason County, representing a decrease of 555 workers from five years earlier in 2015 (7,858). Over 36% (2,594) of Mason County's workforce live and work in the county (Figure 1, next page). This number is down from 3,044 in 2015. Observing the commuting patterns of Mason County can help identify whether the current housing stock is insufficient, due to internal jobs filled by outside workers. Mason County residents commuting to other counties for work has decreased from 3,386 in 2015 to 3,373 in 2022. Table 1 illustrates the top five counties, by workplace destination, for people living in Mason County. Fayette County is the top destination for work, where 483 Mason County residents are employed. Fleming County employs 235 Mason County residents, and 197 travel to Jefferson County, the third highest number of commuters from Mason County. Fewer commuters are traveling into Mason County for work, down from 4,814 in 2015 to 4,582 in 2022 (Table 2). Mason County employs 541 residents from Fleming County. The second highest number of commuters, 569, travel from Lewis County.

Table 22. Top 5 Mason County out-commuters

(People living in Mason County but work elsewhere)

County of Employment	Out-Commuters
Fayette County, KY	483
Jefferson County, KY	197
Fleming County, KY	235
Brown County, OH	180
Bracken County, KY	185

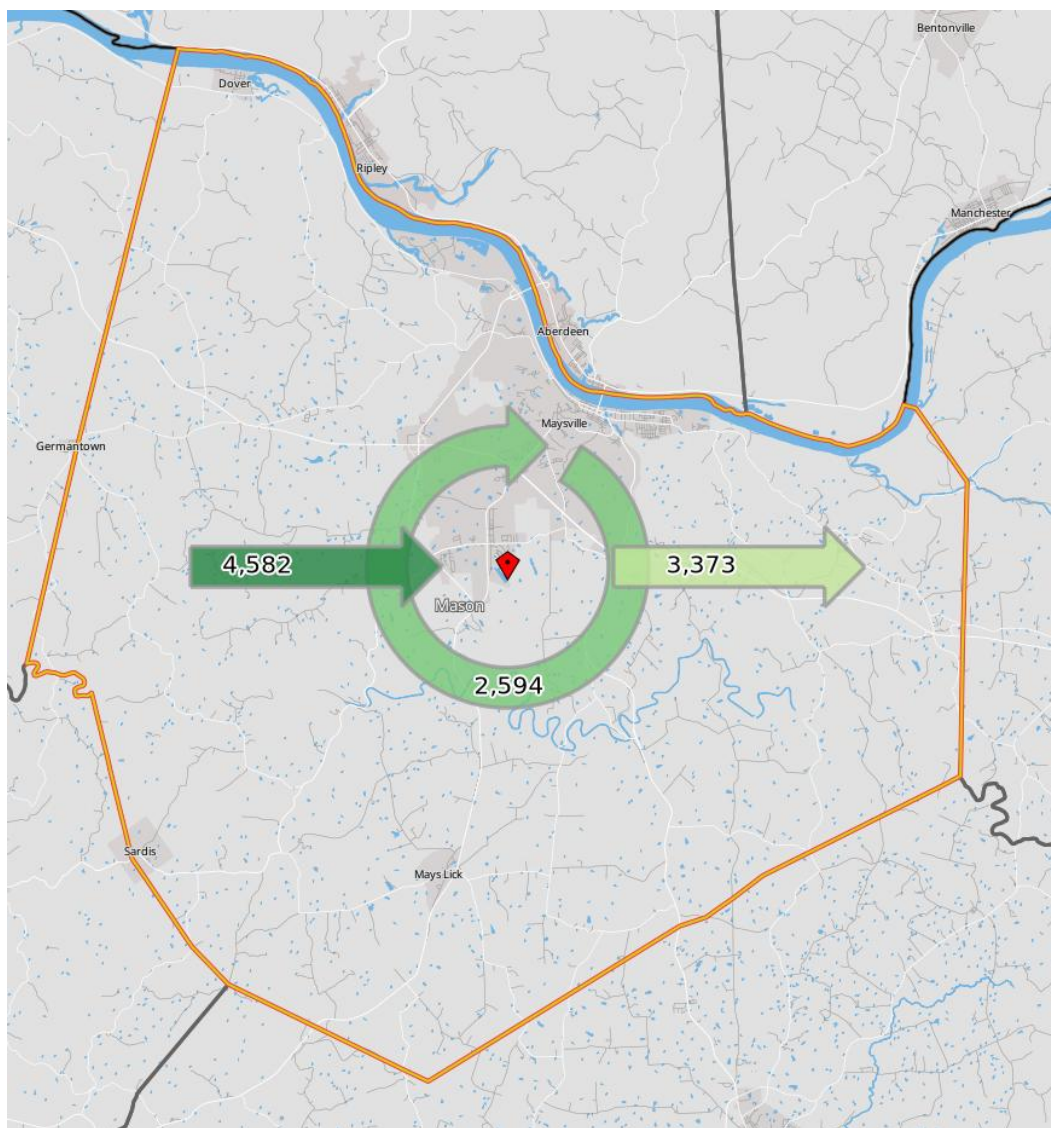
Source: U.S. Census/OnTheMap, 2022

Table 23. Top 5 Counties of residence for in-commuters
(People commuting to Mason County for work)

County of Residence	In-Commuters
Fleming County, KY	541
Lewis County, KY	569
Bracken County, KY	360
Brown County, OH	340
Adams County, OH	206

Source: U.S. Census/OnTheMap, 2020

Figure 33. Mason County Commuting Patterns



Source: U.S. Census/OnTheMap, 2022

Table 3 below illustrates changes in the ratio of owner-occupied versus renter-occupied housing in Mason County. Mason County had 8,105 housing units in 2010, as reported by the U.S. Census. In 2022, the number of units had grown to 8,160, or an increase of 0.7%. By 2027, housing units are projected to decrease 0.9% to 8,090. As of 2022 there are approximately 1,055 vacant housing units in Mason County. A housing unit is vacant if no one is living in it at the time of the interview, unless its occupants are only temporarily absent. In addition, a vacant unit may be one which is entirely occupied by persons who have a usual residence elsewhere. New units not yet occupied are classified as vacant housing units if construction has reached a point where all exterior windows and doors are installed and final usable floors are in place. The percent of renter occupied housing units in Mason County was 28.1% in 2010 and increased slightly to 28.5% in 2022. By 2027, the percent of renter occupied units is expected to fall to 28%.

Table 24. Mason County Housing Units by Tenure

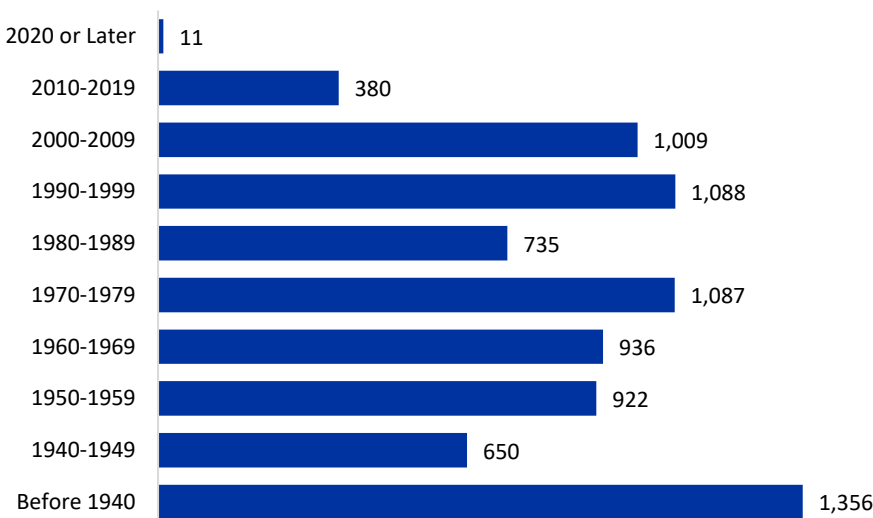
Year	Owner Occupied Housing	Renter Occupied Housing	Vacant Housing
2010	58.7%	28.1%	13.3%
2022	58.6%	28.5%	12.9%
2027	58.9%	28.0%	13.1%

Source: ESRI, 2022

Housing Characteristics

As seen in Figure 2 below, 1,356 (16.6%) housing units were built before 1940. The greatest expansion in housing units occurred between 1970 and 1979 when 1,087 units were built, and between 1990 and 1999, when 1,088 units were built. Since 2010, the number of new housing units per decade has declined in Mason County. Compared to statewide trends, Mason County housing is relatively older (Figure 3, next page).

Figure 34. Number of Housing Units by Year Built

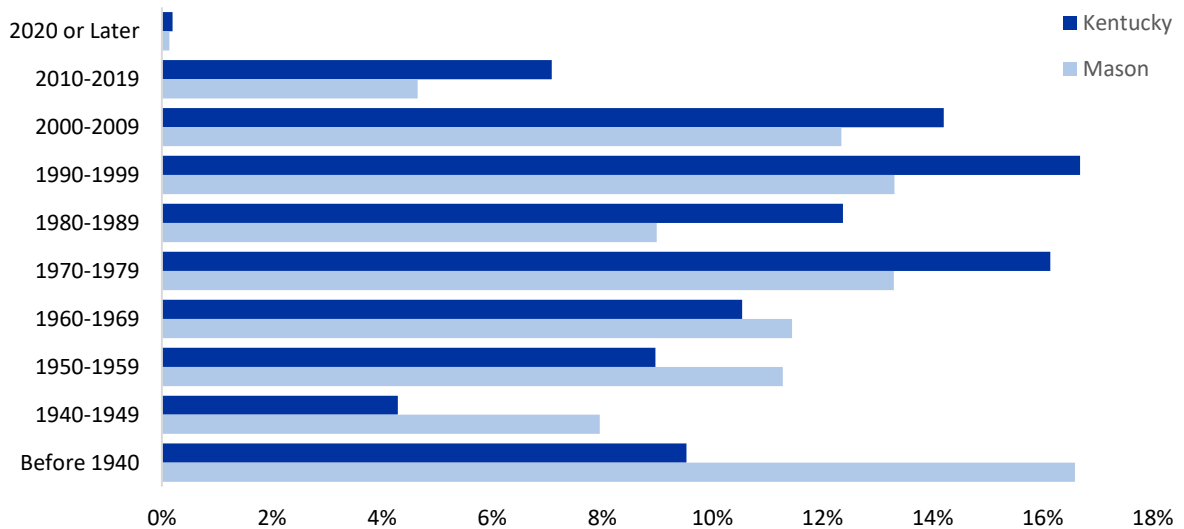


Source: U.S. Census/ACS, 2017-2021

Over 71% (5,829) of the housing units in Mason County are 1-unit detached structures, as illustrated in Figure 4 (next page). These structures are defined by the units having open space on all four sides. There are 252 1-unit attached

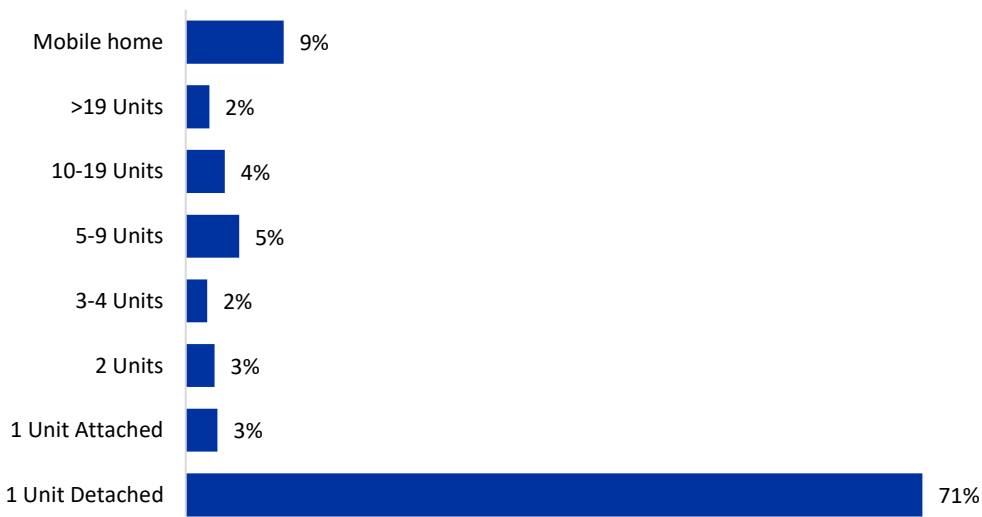
structures, comprising 3.1% of the structures. Attached 1-unit structures have a dividing wall from the ground to roof, such as townhomes. There are 1,317 multi-family units including duplexes, fourplexes, and condominiums. They account for 16 percent of total housing units in Mason County, compared to Commonwealth of Kentucky where 18 percent of housing units are considered multi-family.

Figure 35. Housing Units by Year, Mason County vs Kentucky



Source: U.S. Census/ACS, 2017-2021

Figure 36. Percent Housing Units by Structure Type

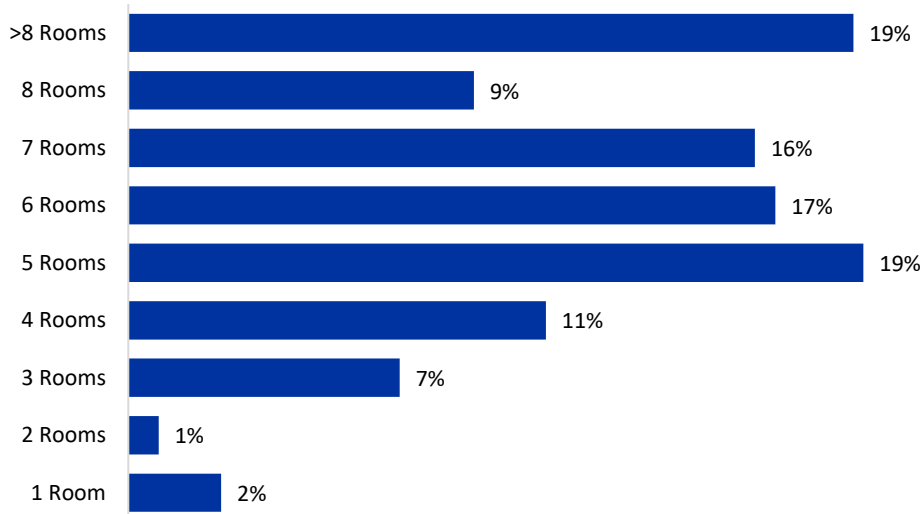


Source: U.S. Census/ACS, 2017-2021

Figures 5 and 6 below illustrate the distribution of housing by the number of total rooms and the number of bedrooms. Nearly 80% of the housing units in Mason County have at least 5 rooms (Figure 5). Figure 6

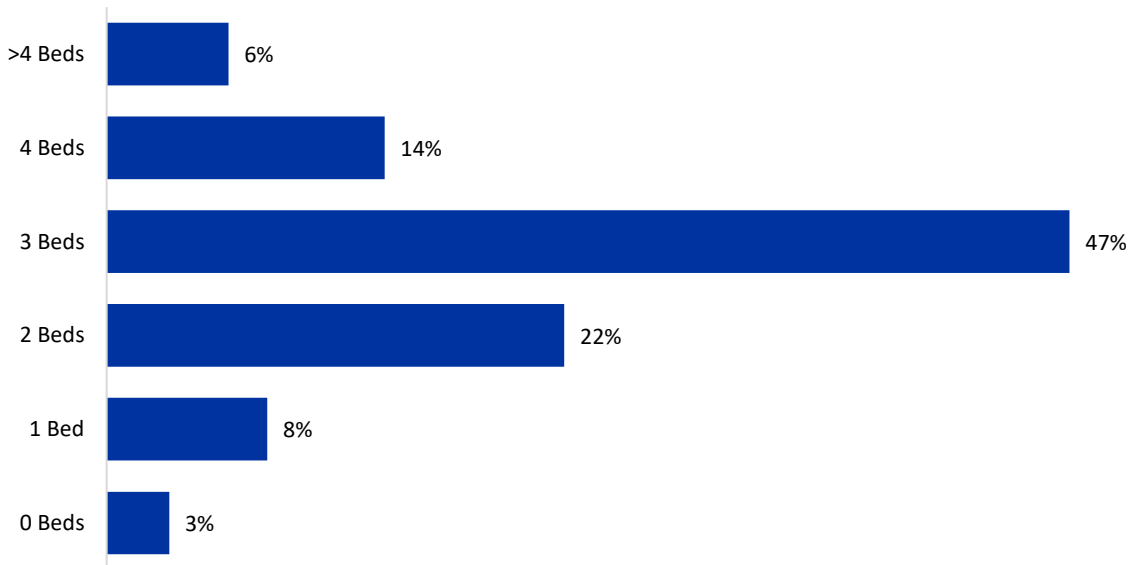
shows that two-thirds of the housing units in Mason County have at least three bedrooms whereas only one third of Mason County housing has two bedrooms or fewer.

Figure 37. Percent Housing Units by Rooms



Source: U.S. Census/ACS, 2017-2021

Figure 38. Percent Housing Units by Bedrooms

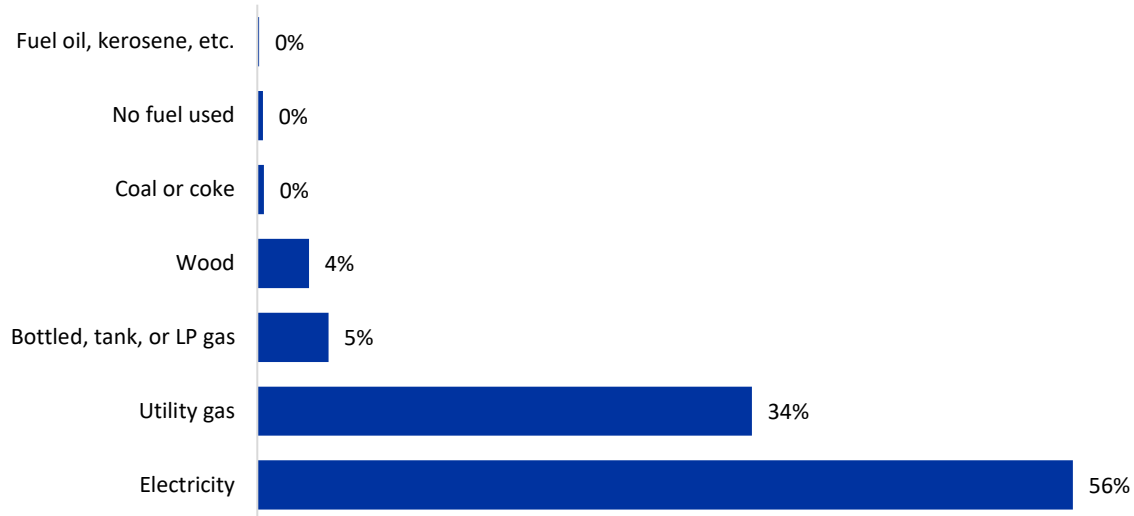


Source: U.S. Census/ACS, 2017-2021

Of the total 6,591 occupied housing units in Mason County, 56% use electricity to heat their homes (Figure 7). Utility gas is the second most used heating fuel, heating and cooling 34% of the occupied homes in Mason County.

The median value of homes in Mason County is projected to increase from \$168,161 in 2022 to \$178,643 in 2027 (Table 6). The number of homes valued below \$150,000 is expected to fall by 228 units.

Figure 39. Types of Home Heating Fuel Used



Source: U.S. Census/ACS, 2017-2021

Table 25. Mason County Home Values 2022-2027

Home Value	2022 (Count)	2022 (Percent)	2027 (Count)	2027 (Percent)	5-Year Change (Count)	5-Year Change (Percent)
<\$50,000	354	7.4%	313	6.6%	-41	-0.9%
\$50,000 - \$99,999	1039	21.7%	922	19.4%	-117	-2.4%
\$100,000 - \$149,999	647	13.5%	577	12.1%	-70	-1.5%
\$150,000 - \$199,999	965	20.2%	995	20.9%	30	0.6%
\$200,000 - \$249,999	554	11.6%	572	12.0%	18	0.4%
\$250,000 - \$299,999	428	9.0%	486	10.2%	58	1.2%
\$300,000 - \$399,999	500	10.5%	569	11.9%	69	1.4%
\$400,000 - \$499,999	178	3.7%	202	4.2%	24	0.5%
\$500,000 - \$749,999	74	1.5%	84	1.8%	10	0.2%
\$750,000 - \$999,999	0	0.0%	0	0.0%	0	0.0%
>\$1,000,000	42	0.9%	44	0.9%	2	0.0%

Source: ESRI, 2022

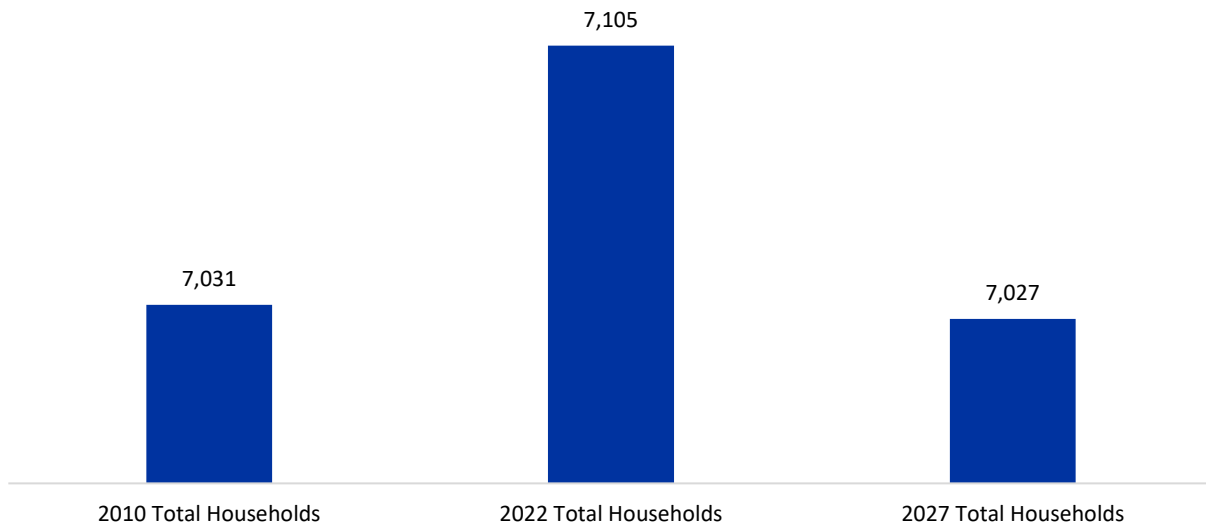
Homes valued between \$300,000 and \$399,999 are projected to increase the most, by 69 units. The overall housing stock across the county is expected to decrease by 17 units by 2027; the data in Table 4 are reflecting an overall increase in home values and homes moving from a lower-valued bracket to a higher bracket, consistent with state and national trends.

Population and Household Trends

Household trends and projections are illustrated in Figure 8. In 2022, the number of households in Mason County increased to 7,105, a 74 unit change from the 7,031 households in 2010. Households are projected to decline 1.1% from 2022 to 2027 to a total 7,027. The average household size in the county is 2.36 people and the average family size is 2.87 people.

In Mason County, about 49% of adults are living with their spouse. Adults who live alone account for 15% of household occupants, and 13.2% of adults in households are the child of the householder (Table 5). Table 6 refers to living arrangements for children under 18. Data suggest that almost 77% of children under 18 live in a married-couple or cohabitating couple household. Almost 21% of children live in a single-mother household, in Mason County.

Figure 40. Total Households in Mason County



Source: ESRI, 2022

Table 26. Living Arrangements for Adults 18 and Over

Group	Count	Percent
Lives alone	1,942	15.0%
Householder living with spouse or spouse of householder	6,316	48.9%
Householder living with unmarried partner or unmarried partner of householder	915	7.1%
Child of householder	1,703	13.2%
Other relatives	1,737	13.4%
Other nonrelatives	310	2.4%

Source: U.S. Census/ACS, 2017-2021

Table 27. Living Arrangements for Children Under 18

Group	Count	Percent
Married-couple household	2,620	66.7%
Cohabiting couple household	415	10.6%
In male householder, no spouse/partner present household	73	1.9%

In female householder, no spouse/partner present household 818 20.8%

Source: U.S. Census/ACS, 2017-2021

Distribution of Household Income

As of 2022, the median household income for Mason County was \$54,667, and is projected to increase to \$67,577 by 2027. Mason County has the 59th highest household income across Kentucky’s 120 counties. The household income distribution for Mason County is illustrated in Table 7 below. The income bracket with the highest representation of households in Mason County is household income \$100,000 - \$149,999 per year, followed by the <\$15,000 per year and \$75,000-\$99,999 income brackets. The number of households with income less than \$50,000 are expected to decline by 2027. Households in the \$150,000 - \$19,000 income bracket projects 3.6% growth by 2027.

Table 28. Mason County Household Incomes 2022 - 2027

Household Income	2022 (Count)	2022 (Percent)	2027 (Count)	2027 (Percent)	5-Year Change (Count)	5-Year Change (Percent)
<\$15,000	982	13.8%	791	11.3%	-191	-2.7%
\$15,000-\$24,999	851	12.0%	678	9.6%	-173	-2.4%
\$25,000-\$34,999	736	10.4%	639	9.1%	-97	-1.4%
\$35,000-\$49,999	753	10.6%	689	9.8%	-64	-0.9%
\$50,000-\$74,999	940	13.2%	935	13.3%	-5	-0.1%
\$75,000-\$99,999	976	13.7%	1,092	15.5%	116	1.6%
\$100,000-\$149,999	984	13.8%	1,011	14.4%	27	0.4%
\$150,000-\$199,999	600	8.4%	857	12.2%	257	3.6%
<\$200,000	283	4.0%	335	4.8%	52	0.7%

Source: ESRI, 2022

MASON COUNTY HOUSING PROPERTIES

There are tax roll data available for about 10,035 of the 11,653 parcels from the Mason County Property Value Administrator (PVA). Table 8 presents a summary of the tax roll data by type of property, value, and acreage. Approximately 1,706 properties are classified as farms, 7,227 are residential properties (including Mobile Homes) and 662 are commercial properties. The remainder are exempt properties. Commercial properties have the highest average assessment value, and the highest median value. Farms are the only property class with a Fair Cash Value in addition to an assessed Taxable Value assessed. The average Fair Cash for farms is \$252,568 and the median value is \$199,676. Average Taxable Value for farms is \$78,852 and the median is \$49,382. With an average of 77.7 acres per farm, the Fair Cash Value per acre is \$3,252 and the Taxable Value per acre is \$1,015. Residential properties, including Mobile Homes, have an Average Value of \$70,814 and a Median Value of \$48,450. When Mobile Homes are excluded, the Average Value rises to \$72,444 per property, and the Median Value rises to \$50,000.

Table 29. Mason County, Maysville, Dover, and Georgetown PVA Properties

Mason County	Count	Average Value	Average Acreage	Median Value
Commercial	662	\$385,784	N/A	\$90,000
Farm (Fair Cash Value)	1,706	\$252,568	77.7	\$199,676
Farm (Taxable Value)	1,706	\$78,852	77.7	\$49,382
Residential Only	7,024	\$72,444	N/A	\$50,000

Residential (including Mobile Homes)	7,227	\$70,814	N/A	\$48,450
Total Mason	9,595			

	Maysville	Count	Average Value	Average Acreage	Median Value
Commercial					
	Commercial (including abandoned)	503	\$354,694	N/A	\$105,000
	Commercial Only	498	\$455,941	N/A	\$105,000
Farm					
	Taxable Value	106	\$90,921	48.8	\$29,345
	Fair Cash Value	106	\$265,034	48.8	\$161,504
Residential					
	Residential & Mobile (including abandoned)	3,786	\$76,539	N/A	\$55,000
	Residential & Mobile	3,750	\$77,049	N/A	\$55,000
	Residential Only	3,689	\$77,616	N/A	\$56,340
	Maysville/Abandoned	36	\$23,348	N/A	\$16,515
Total Maysville		4,395			

	Dover	Count	Average Value	Average Acreage	Median Value
Commercial					
		4	\$21,875	N/A	\$18,750
Farm					
	Taxable Value	4	\$42,821	36.6	\$27,774
	Fair Cash Value	4	\$185,483	36.6	\$200,342
Residential					
	Residential & Mobile	182	\$28,299	N/A	\$18,000
	Residential Only	179	\$28,733	N/A	\$19,500
Total Dover		190			

	Germantown	Count	Average Value	Average Acreage	Median Value
Commercial					
		4	\$113,125	N/A	\$55,500
Farm					
	Taxable Value	1	\$106,289	130.8	\$106,289
	Fair Cash Value	1	\$388,261	130.8	\$388,261
Residential					
	Residential & Mobile	71	\$44,294	N/A	\$45,750
	Residential Only	68	\$45,557	N/A	\$40,500
Total Germantown		76			

	Rest of County	Count	Average Value	Average Acreage	Median Value
Commercial					
		151	\$179,719	N/A	\$55,460
Farm					

	Taxable Value	1595	\$78,124	79.6	\$50,801
	Fair Cash Value	1595	\$251,823	79.6	\$200,200
Residential					
	Residential & Mobile	3,188	\$67,033	N/A	\$45,652
	Residential Only	3,023	\$69,845	N/A	\$49,000
Total County		4,934			
Grand Total		9,595			

Source: Mason County PVA

Analyzing Mason County’s communities, individually, reveals Maysville is home to 503 of 662 commercial properties, with an average value close to \$355,000. Removing the five abandoned properties raises the average value to more than \$455,000. Four commercial properties in Dover have an average value of \$22,000, four commercial properties in Germantown have an average value of \$113,000, and the rest of the county’s 151 commercial properties have an average value just under \$180,000.

Predictably, the majority of farm properties are outside of municipal areas, but Maysville is home to 106 farms, Dover has four farms, and Germantown has one. On average, the Maysville farms have a fair cash value of \$5,431 per acre, with nearly 50 acres per farm and an average fair cash value of \$265,000 per property. Farms in Dover average close to 40 acres per property with a fair cash value of \$185,500. Dover’s average fair cash value per acre is \$5,068, a value about 6.7% lower per acre value than Maysville. Almost 1,600 of Mason County’s farm properties are in the rest of the county, and their average of 80 acres per farm is considerably larger than those found within city limits. Although the average fair cash value of \$252,000 is only 5% less than the farm properties in Maysville, the \$3,164 average fair cash value per acre is 42% cheaper than the price per acre in Maysville.

Maysville contains 3,786 residential properties (including mobile homes) with tax roll data available from Mason County PVA, the majority of the 7,227 residential properties in the county. There are 182 residential properties in Dover, 71 in Germantown, and the remaining 3,188 residential properties are in the rest of the county. Average taxable values of Maysville residential properties are about \$77,000 and are the highest in the county. In contrast, residential properties in Dover have an average taxable value of \$28,300. Germantown’s residential property taxable values fall in the middle between Dover’s and Maysville’s, averaging \$43,300 per property. The remaining residential properties in the rest of the county have an average taxable value just over \$67,000.

Sales data from 2009 to 2023 were collected from Mason County PVA, yielding almost 6,100 transactions, and analyzed in the tables below. In Tables 9 and 10 all sales are included. Table 9 provides insight according to the type of sale made. Table 10 looks at sales by property class type. Over 1,300 sale observations are analyzed in Table 11. Each sale is a unique property, using the latest arms-length transaction available for each property containing a dwelling included in the analysis.

From January 2009 through December 2023, 6,093 properties were sold in Mason County. Table 9 highlights the number of transactions per sales type, average sales price, acreage, year built, and square footage. Partial sales, close relative sales, annual twice-sold properties, and other various sale types are included in “All other property sales” and account for almost half of the observations.

Table 9. Mason County PVA sales by type 2009-2023

	Count	Average Sale Value	Acres	Year Built	Square Ft	Median Sale Value
Arms-Length Transaction	1,729	\$120,900	5.4	1974	1,707	\$98,000

Construction/Destruction (including new construction)	664	\$113,753	2.2	1962	1,788	\$93,000
Multiple Properties	633	\$174,539	7.2	1967	1,690	\$90,000
Vacant Lot/Builders	140	\$87,976	2.4	2015	1,753	\$30,750
All other property sales	2,927	\$74,011	7.9	1960	1,867	\$28,000
Total	6,093	\$104,170	6.5	1967	1,791	\$62,000

In Table 10 the 6,093 sales over the last 15 years are categorized by property class type. Exempt religious and government properties are included in “All Other Classes.” Residential properties account for 5,686 sales, with an average sale value of \$86,837. On average, the properties are slightly less than two acres with 1,600 square foot homes that are close to 60 years old. More than 200 farms were sold in the time period, with average sales of \$7,013 per acre. Farm homes are five years newer and more than 500 square feet larger than those on residential properties, on average.

Table 10. Sales by Class Type 2009-2023

	Count	Average Sale Value	Acres	Year Built	Square Ft	Median Sale Value
Residential	5,686	\$86,837	1.9	1966	1,609	\$60,000
Farm	202	\$432,716	61.7	1971	2,133	\$300,000
Commercial	99	\$577,399	5.6	1991	13,801	\$147,500
All Other Classes	106	\$310,298	1.6	1974	2,763	\$99,000
Total	6,093	\$104,170	6.5	1967	1,791	\$62,000

More than 1,300 unique sales from 2009 to 2023 are analyzed in Table 11, focusing on the most recent arms-length sale available, per property. Only residential and farm transactions with a house or dwelling are included in the analysis. Out of the 1,313 unique sales, 1,289 are residential and 24 are farm properties. Two-thirds of the residential sales analyzed occurred in Maysville, with 31% of the residential sales occurring in the county tax district. Maysville’s 866 residential sales averaged \$111,500 per 1,650 square ft, 57-year-old home. For the rest of the county, the average sale price increased almost \$5,000, the average age of homes decreased to 42 years, property acreage almost tripled, and dwelling area increased by 30 square feet. There were sixteen unique sales in Dover and six in Germantown. In both cities the homes sold averaged over 80 years in age and the price averaged \$47,000. Farm properties in Maysville garnered prices \$50,000 higher than those out in the county, for half the land and almost twice the square footage.

Table 11. Latest Arms-Length Transaction of Properties with Dwellings

Tax District	Count	Average Sale Price	Acres	Year Built	Square Ft	Median Price
Residential						
Rest of County	401	\$116,305	2.0	1982	1,683	\$91,500
Maysville	866	\$111,514	0.7	1967	1,649	\$96,000
Dover	16	\$46,894	0.7	1942	1,863	\$44,500
Germantown	6	\$47,167	0.6	1940	2,074	\$37,500
Total Residential	1,289	\$111,903	1.5	1971	1,664	\$92,500

Farm

Rest of County	21	\$514,381	92.0	1976	2,220	\$390,000
Maysville	3	\$563,333	45.8	1969	4,317	\$350,000
Total Farm	24	\$520,500	86.2	1975	2,570	\$382,500

All

Total Mason	1,313	\$119,372	5.5	1971	1,676	\$95,000
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Source: Mason County PVA

Additional visual representations of all commercial properties, residential properties and agricultural properties are illustrated in Figures 9 through 14. Mason County businesses, and properties with the highest assessment values, are primarily clustered near highly populated areas and transportation routes, like Maysville and the Ohio River. As expected, most farm properties are outside of the main cities (Figure 12, next page).

Figure 41. Mason County Properties by Assessment Value

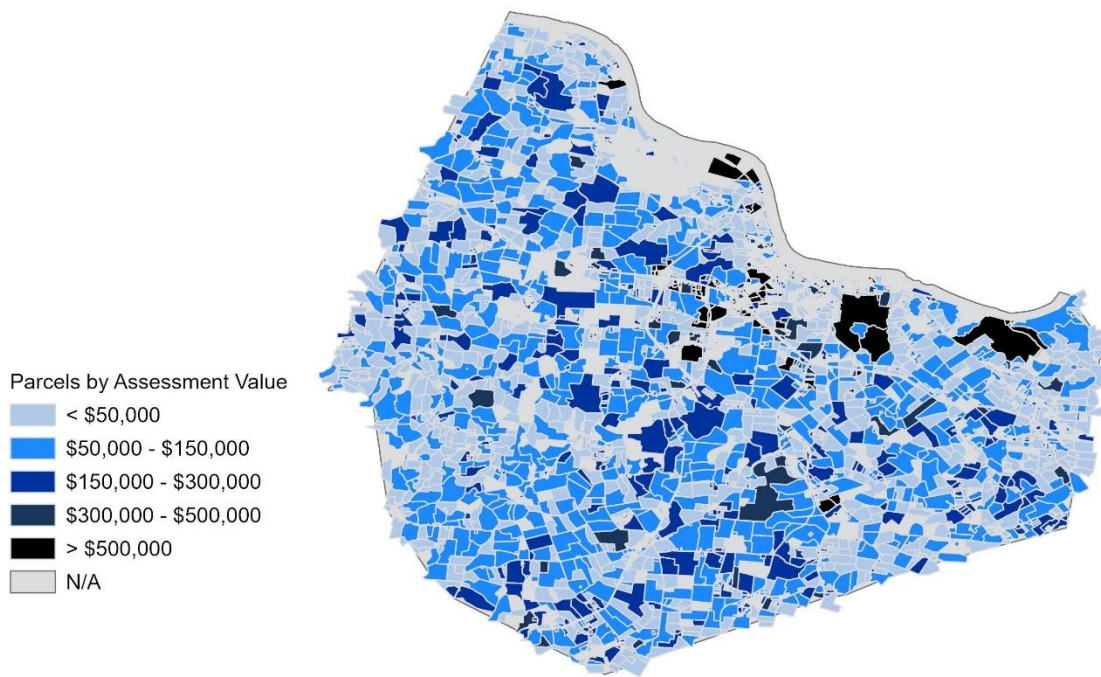


Figure 42. Downtown Maysville Properties Assessment Values

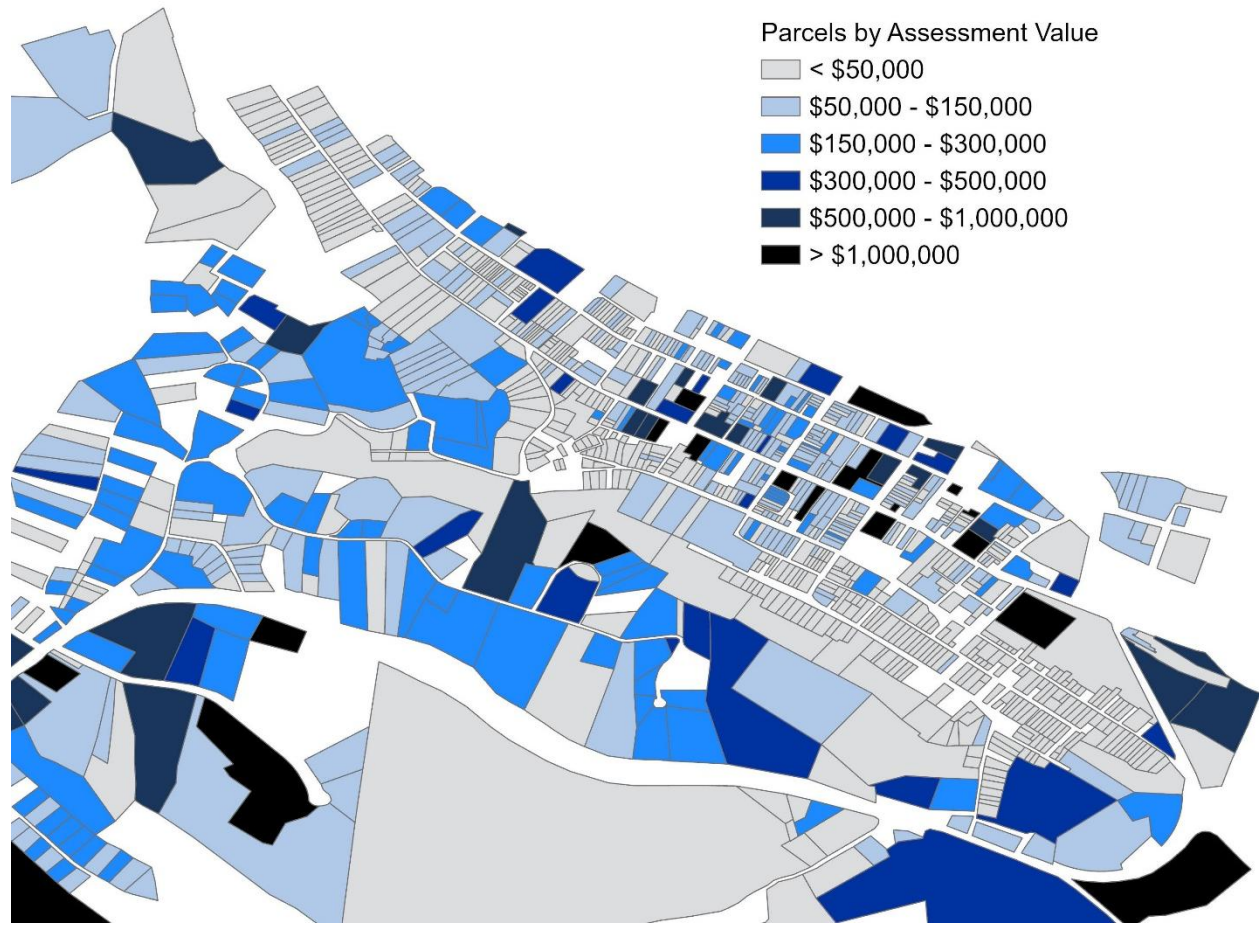


Figure 43. Downtown Maysville Recent Sales

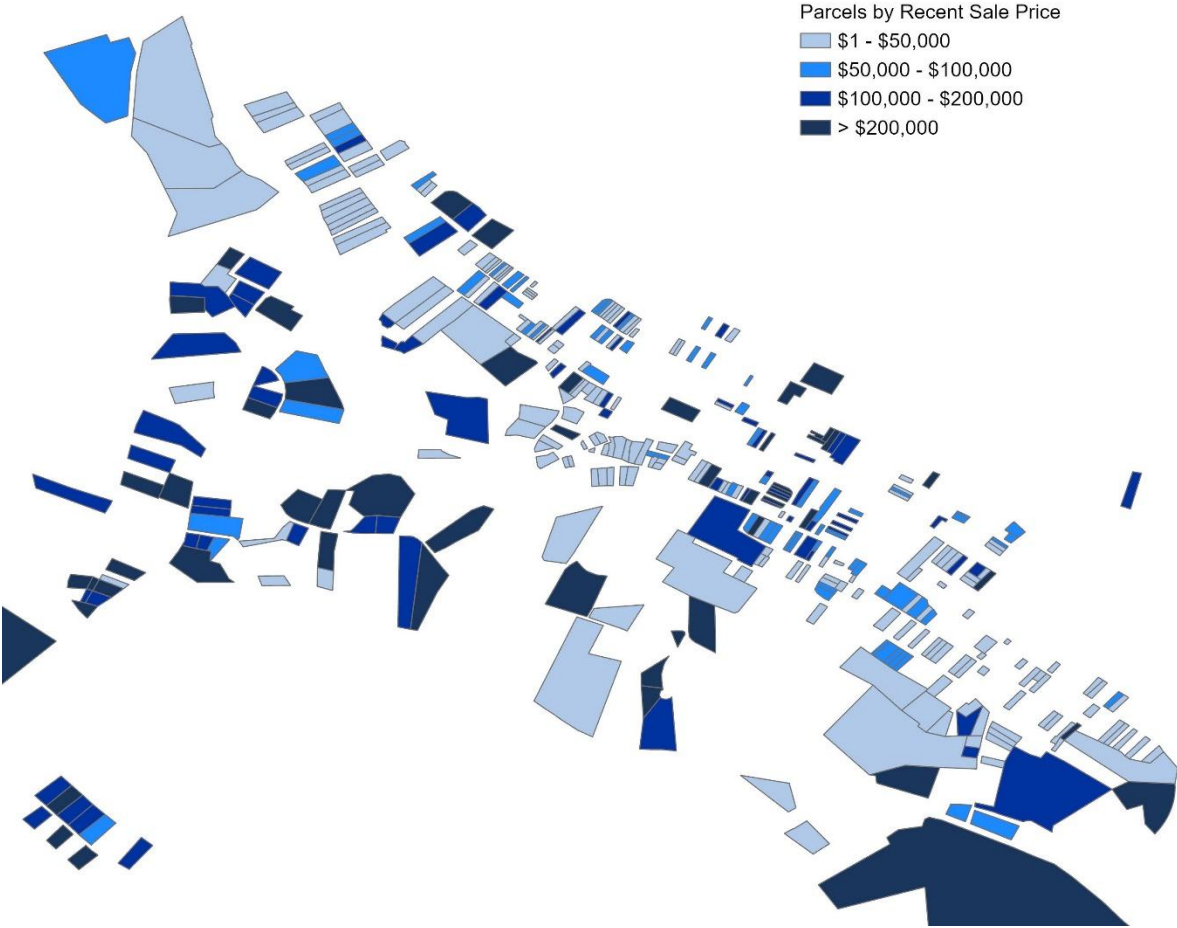


Figure 44. Mason County Properties by Class Type

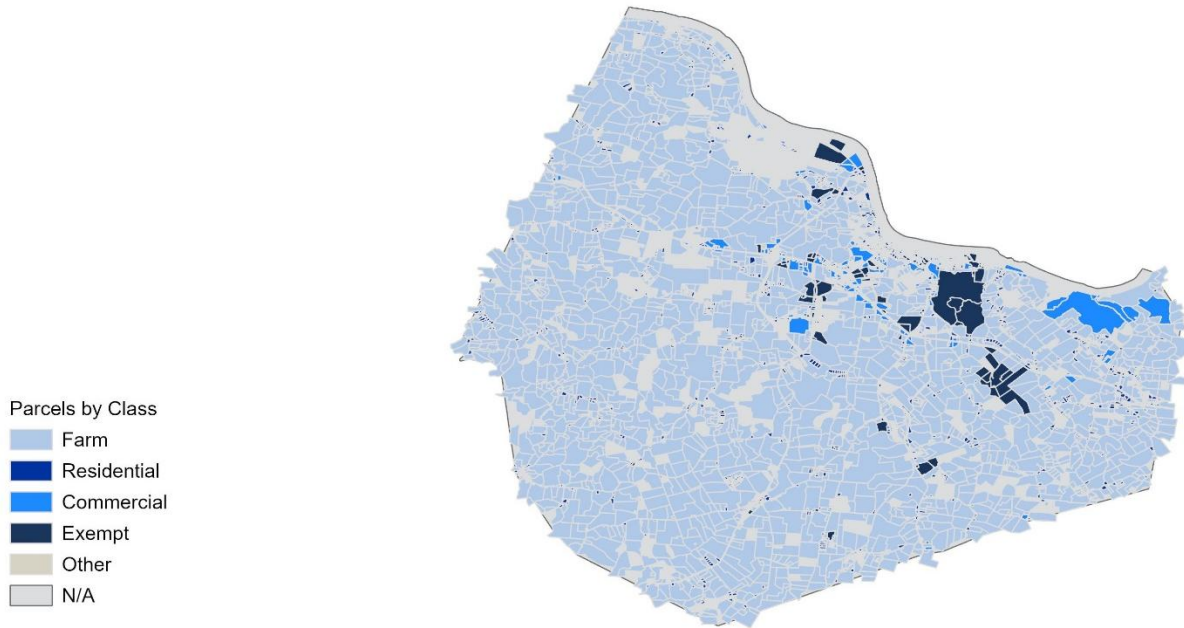


Figure 45. Maysville Properties by Class Type

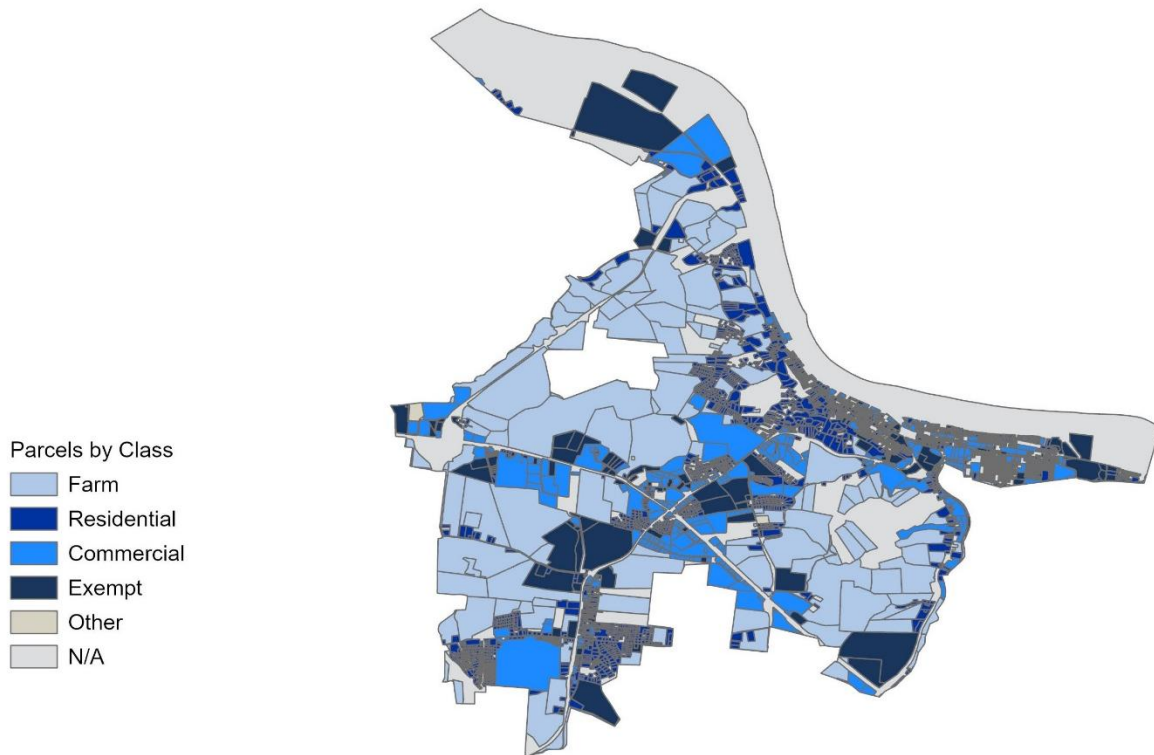
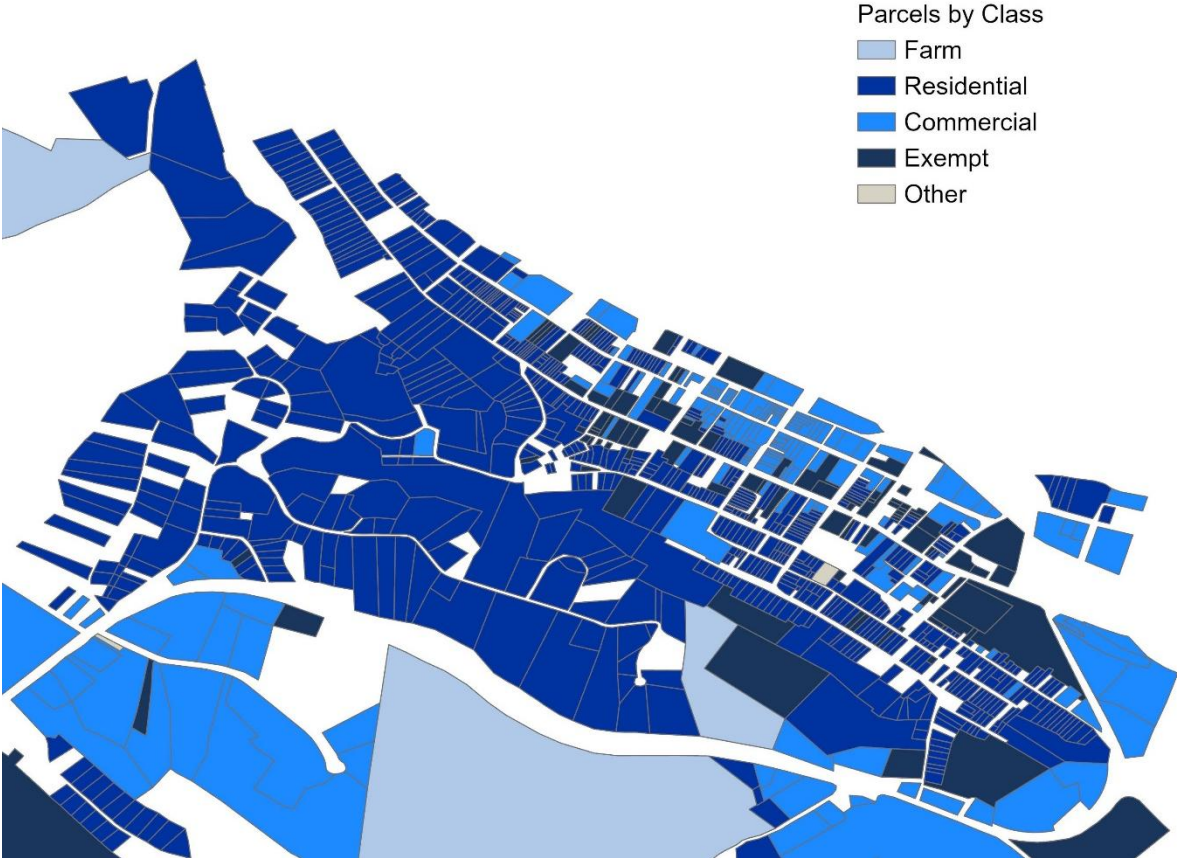


Figure 46. Downtown Maysville Properties by Class Type



Source: Mason County PVA

Figure 33. Mason County household renters by Census Tract

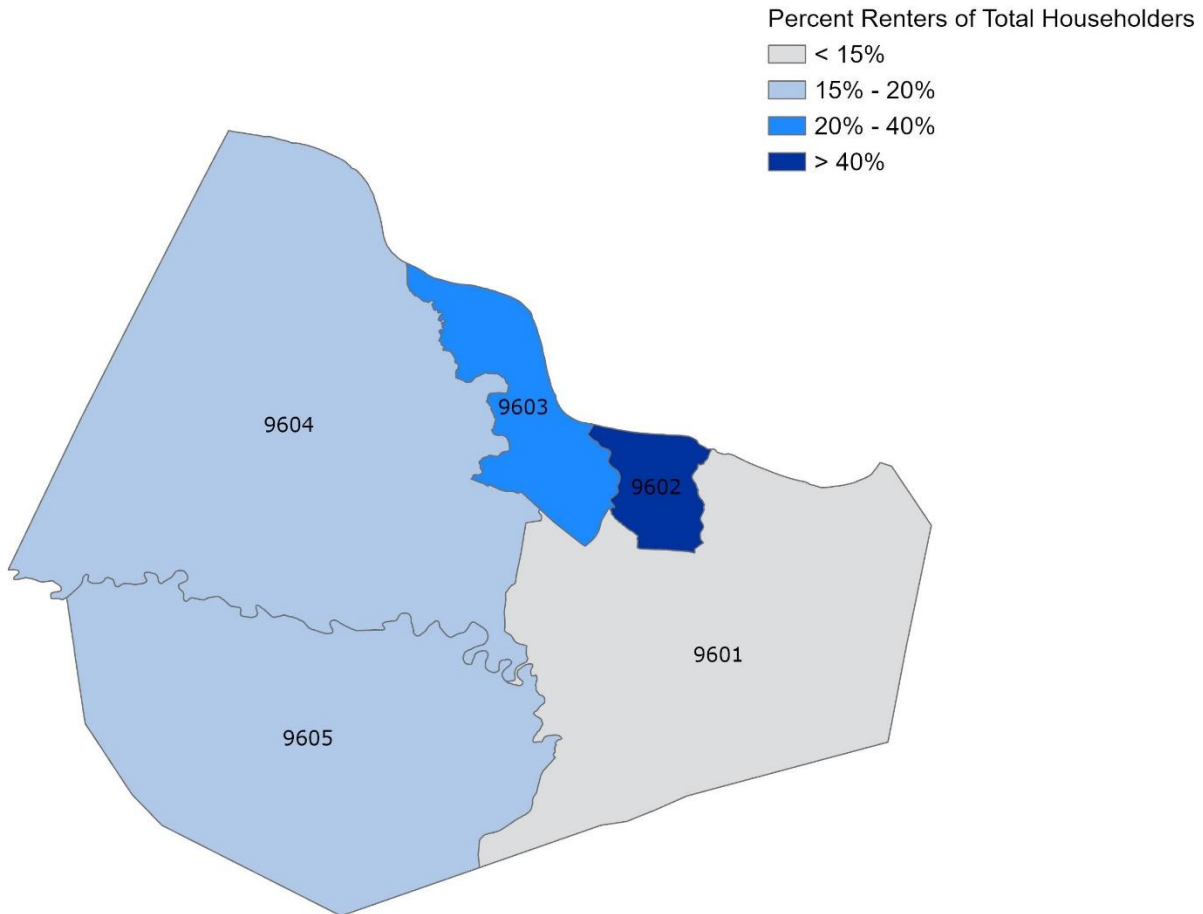
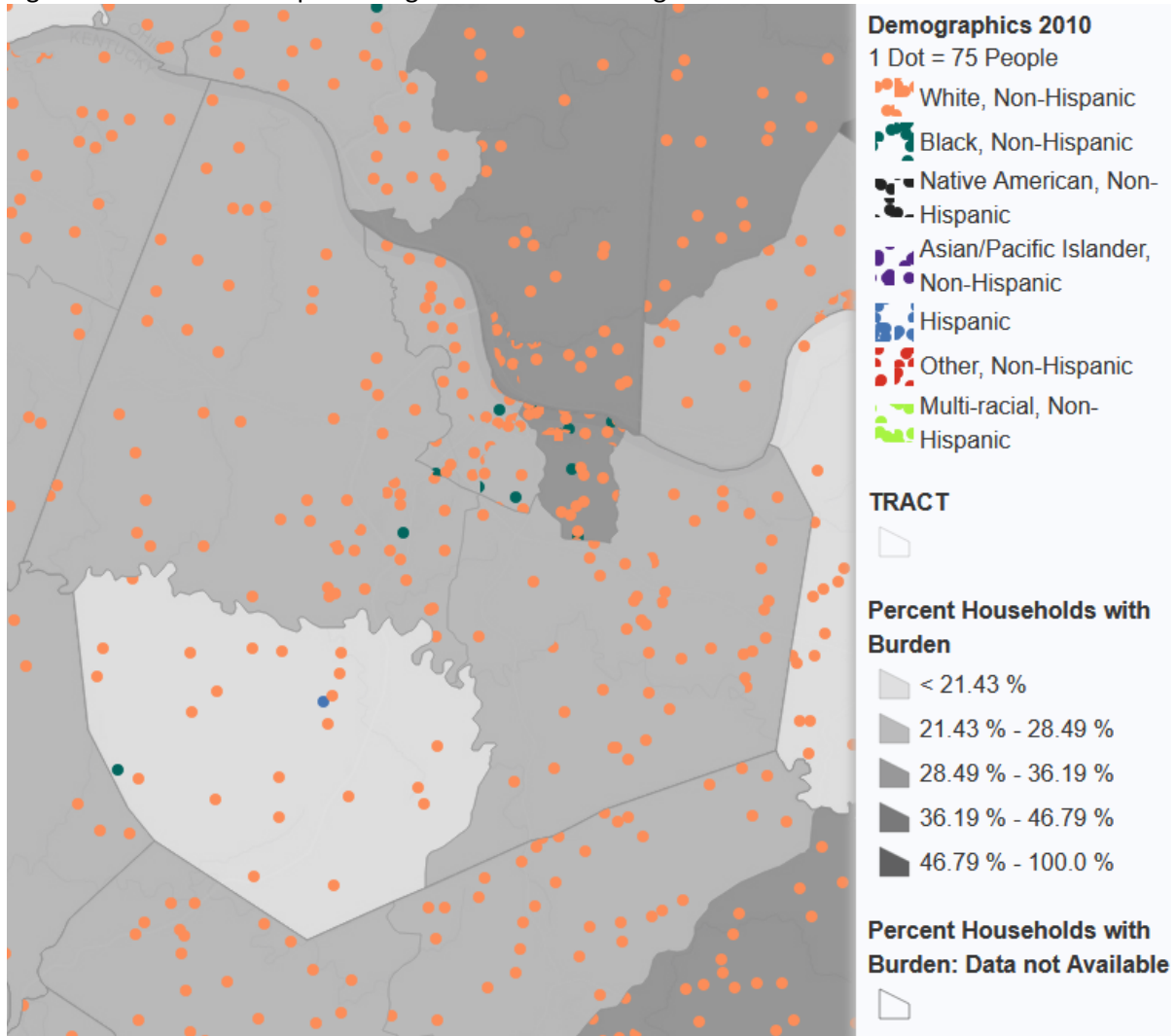


Figure 34 illustrates the percentage of households with a housing burden. A housing burden is defined by HUD as those families “who pay more than 30% of their income for housing and may have difficulty affording necessities such as food, clothing, transportation, and medical care.” The highest percentage of households with a burden is located in east Maysville and northeast Mason County, in the Census Tract with the highest percentage of renters. It also appears that there is a larger African American population that lives in this area.

Figure 35 (next page) suggests that the largest share of affordable housing is located outside of Maysville, in western Mason County. Approximately 42% to 59% of the housing units in these regions are considered affordable, defined as units renting at or less than 30% of household income for a household with income at 50% of area median income (AMI).

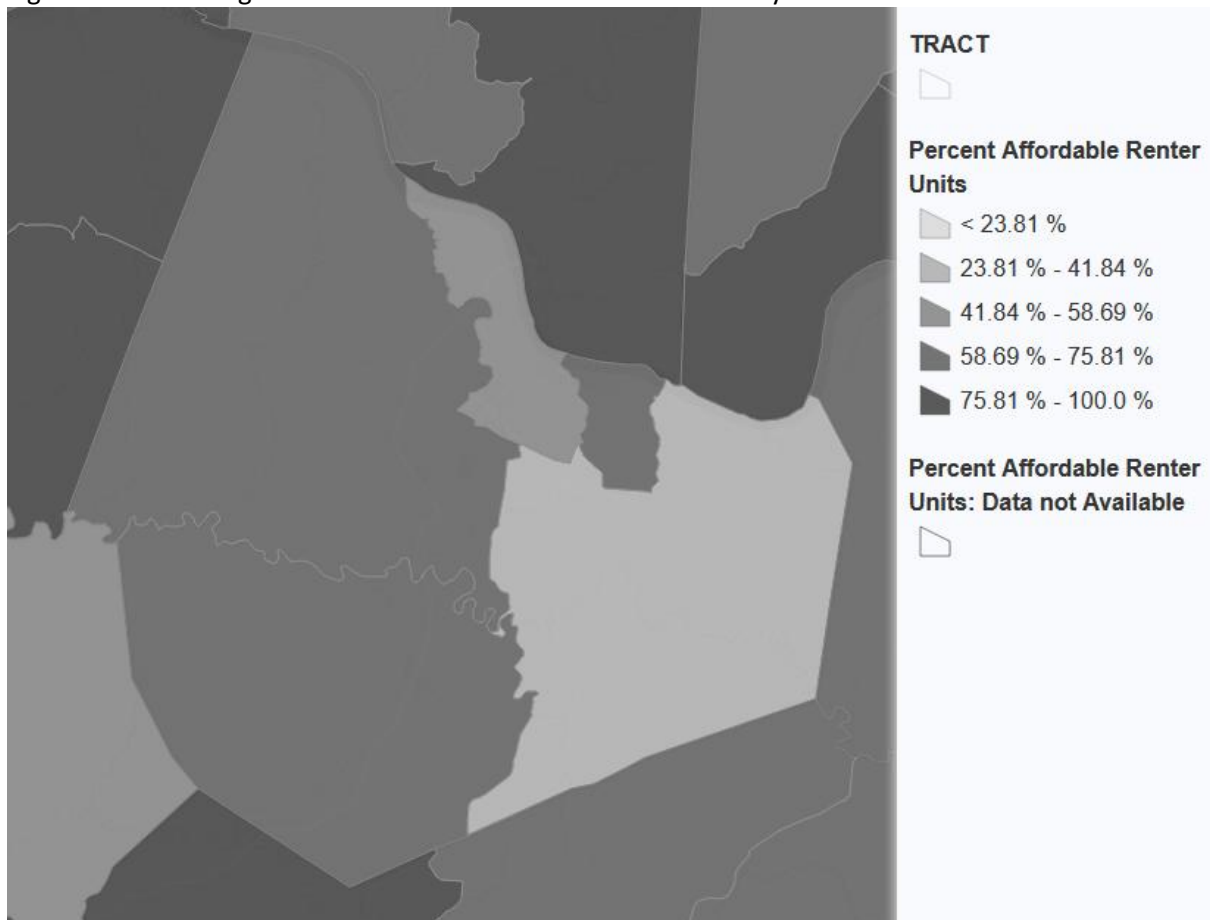
The vacancy rental rate for Kentucky has been falling since 2019 from 8.5% to 3.5% for 2023. On average very few rental properties available in the county. For example, a search conducted at mid-March 2024, on ApartmentFinder.com had only two rentals available.

Figure 34. Households experiencing one or more housing burdens



Source: HUD, Affirmatively Furthering Fair Housing, Retrieved from <https://egis.hud.gov/affht/>

Figure 35. Percentage of affordable renter units in Mason County



Source: HUD, Affirmatively Furthering Fair Housing, Retrieved from <https://egis.hud.gov/affht/>

POPULATION PROJECTIONS AND HOUSING DEMAND THROUGH 2034

According to Chmura/JobSEQ population projections, the population in Mason County is expected to increase by 163 people (1.2%) from 2024 to 2029 and with an additional 0.4% increase between 2029 and 2034. The number of households increased 74 units, or 1.1% between 2010 and 2022. Households are projected to decline 1.1% from 2022 to 2027. Figure 36 highlights the expected change in population by age between 2014 and 2034. There is an expected 10% increase in the senior-aged population over the next five years, with an additional 4% increase by 2034. However, both the 35-64 years old, and 15-34 years old populations in Mason County over the next 5 to 10 years are expected to decrease by about 3%.

Exploring population changes by age will allow us to better understand the future housing needs of existing and new Mason County residents.

Figure 36. Population estimates by age, 2014-2034

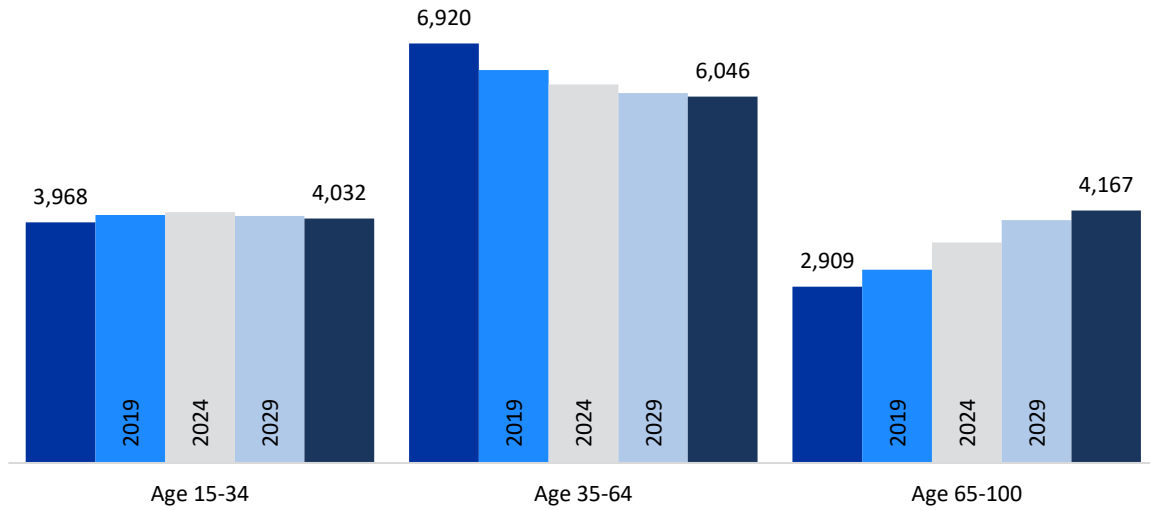


Table 15. Housing Tenure by Age and Housing Type by Census Tract, 2018-2022

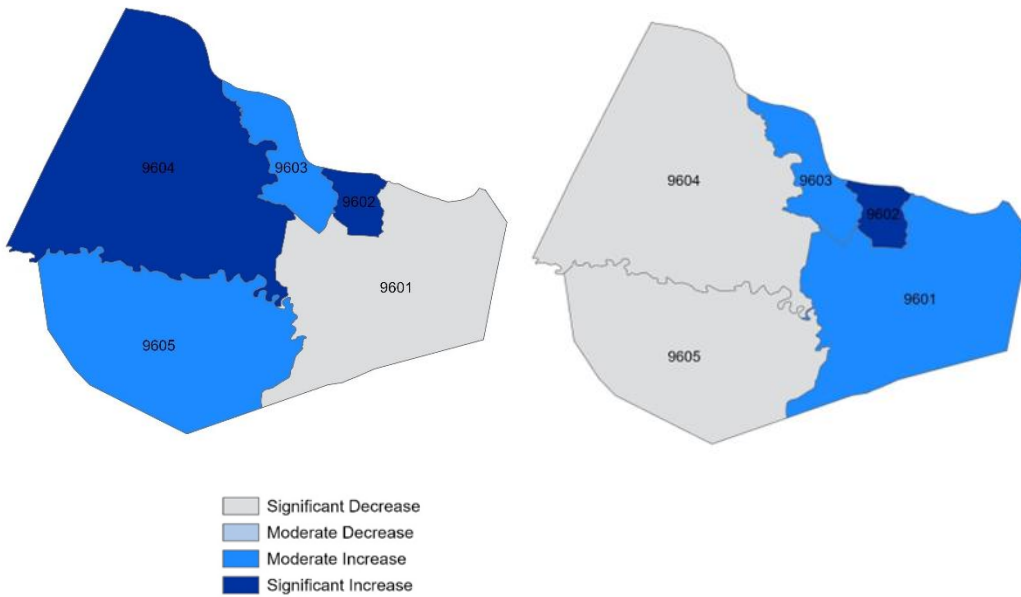
	Census Tract 9601	Census Tract 9602	Census Tract 9603	Census Tract 9604	Census Tract 9605
Owner Occupied:					
<i>Householder 15 to 34 years:</i>					
Detached	53	31	95	141	38
Multi-Family Home	0	0	0	0	0
Mobile Home	30	0	0	27	7
<i>Householder 35 to 64 years:</i>					
Detached	434	291	503	686	299
Multi-Family Home	0	0	17	0	0
Mobile Home	75	0	0	105	53
<i>Householder 65 years and over:</i>					
Detached	385	165	442	476	172
Multi-Family Home	0	0	0	0	0
Mobile Home	34	0	12	15	10
Renter Occupied:					
<i>Householder 15 to 34 years:</i>					
Detached	63	74	85	54	15
Multi-Family Home	0	212	148	34	0
Mobile Home	22	0	0	38	0
<i>Householder 35 to 64 years:</i>					
Detached	32	247	36	69	72

Multi-Family Home	0	233	188	25	0
Mobile Home	8	0	5	13	23
<i>Householder 65 years and over:</i>					
Detached	9	98	52	43	8
Multi-Family Home	0	0	131	24	0
Mobile Home	26	0	0	12	0

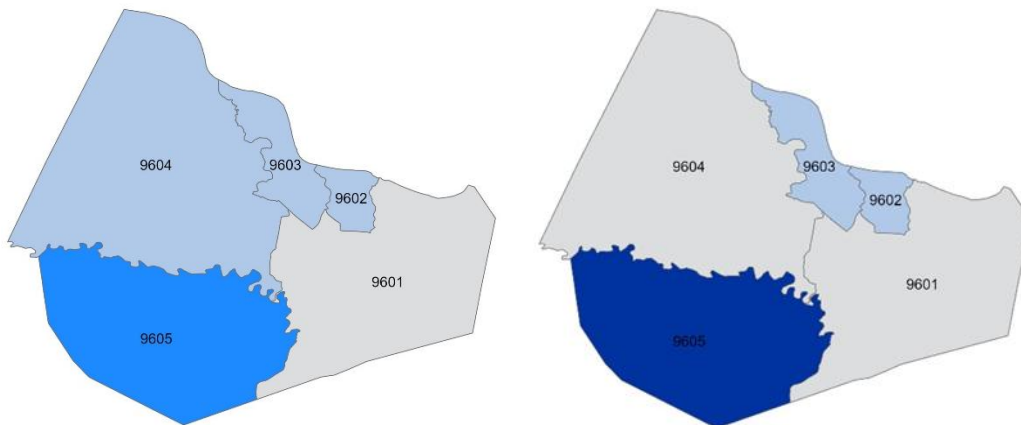
Source: US Census/ACS, 2018-2022

Figure 37. Change in ownership and renter status by householder age by census tract, 2017-2022

Owner / Renter 15 -34



Owner / Renter 35-64



Owner / Renter 65 and Over

