

City-County Joint Comprehensive Plan

Joint Workshop 2: PLAN DIRECTION

January 25, 2024



Gary Mitchell, FAICP
President and Project Manager



KENDIG KEAST
C O L L A B O R A T I V E



Steve Sizemore, PhD, AICP
Senior Associate

2023

EARLY ENGAGEMENT
Joint Workshop 1
Outreach activities + survey

Apr-Jun

2023

Paducah-McCracken Today
PHASE
Today findings (data, input)

Jul-Oct

2023-24

Plan Direction PHASE
*Joint Workshop 2**
Plan Direction presentation

Oct-Jan

2024

Paducah-McCracken Tomorrow
PHASE
Future portion of Plan
Advisory Group meetings 3-6

Jan-Apr

2024

Plan Implementation PHASE
Joint Workshop 3 (Action Agenda)
Pre-hearing outreach on draft Plan

May-Jul

*** Postponed from
late October**

HIGHLIGHTS TODAY



Community Survey Results



**Paducah-McCracken
Today Highlights**



6 Themes for Updated Plan

Early Engagement

1 Leadership Joint Workshop
April 2023

Forum on the Future
at Convention & Expo Center
June 2023

4 Listening Sessions
with key agencies and organizations
April and June 2023

Community Survey
with 1,154 responses
August-September 2023

2 Advisory Group Meetings
June and August 2023

I ❤️ Paducah / McCracken County Because...

Reasons Why Paducah / McCracken County is a Great Place to Live or Work...

1. Low Crime
2. History
3. Low cost of living
4. WE WANT TO COLLECT ON MANY YEARS AGO A WOOD BOUGHT US BANK
5. Beautiful natural areas and picturesque downtown
6. Small town feel but in an big city amenities - MET, Corbin Cedar, Ritz, Richmond, Airport
7. Everybody belongs- no matter your color, your age, gender, or your sexual orientation. Paducah is a welcoming place.
8. Intentional in preserving the history, by stories, monuments, building - parks.
9. Remains of the Tennessee Riverline ☺
10. Offers a little bit of everything, but too much of some things:
 11. NOT TOO BIG / NOT TOO SMALL.
 12. It's HOME and where my heart beats here!
13. SMALL TOWN w/ GREAT AMENITIES.

Issues / Needs Heard So Far

Initial Observations on Current Plan Goals
Paducah-McCracken County Joint Comprehensive Plan

The Paducah-McCracken Today phase of the Comprehensive Plan process provides an opportunity to check the goals adopted through the current City and County plans against issues, hopes and concerns heard often through initial leadership and community engagement. The accompanying pages have the current goals, along with associated objectives, from the City Comprehensive Plan last re-adopted in June 2017 and the same from the County Comprehensive Plan as last amended in November 2018. (Two notes on the City goals: (1) a heading for Chapter 4-Transportation is missing, but the transportation-related goal is in the middle of page 8-4; and (2) page 8-7 is not included in the City goals pages as it is a blank page in the document.)

ISSUES RAISED THAT ARE NOT COVERED BY CURRENT GOALS

The current goals cover many typical long-range planning issues and needs involving growth management, land use and development, housing, public infrastructure and services, transportation, economic development, natural resources, parks and recreation, historic preservation, and community appearance and aesthetics, among others. Based on input to date, the topics and themes itemized below may need to

Early Engagement



DEPARTMENTS ▾

GOVERNMENT ▾

ONLINE SERVICES

ABOUT PADUCAH ▾

THINGS TO DO ▾

- Annexation Policy
- City Surplus Property
- **Comprehensive Plan**
-
- Downtown Development Programs
- Downtown Redevelopment - City Block Project and TIF
- Neighborhoods in Paducah
- Opportunity Zones
- Paducah Main Street
- Planning and Zoning
- Planning Boards and Forms
- Planning Department
- Planning Documents
- Remote Workers Incentive Program
- Short-Term Rentals

Comprehensive Plan

[Home](#) » [Departments](#) » [Planning](#) » [Comprehensive Plan](#)

City and County Comprehensive Planning Process

[▶ Contact](#)

In February 2023, the City of Paducah and McCracken County approved a 20-year interlocal cooperation agreement to establish a City/County Comprehensive Plan. Currently, each government agency has its own Comprehensive Plan which is required by the State to be updated every five years. A joint City/County plan would help guide the physical and economic development of the area, preserve the City and County's local character, and enhance the quality of life for residents and visitors.

This Comp Plan will include extensive community engagement and address topics including future land use, zoning regulations, transportation, economic development, housing, and parks. The process to create the joint plan will take approximately 12 to 14 months. The expectation is for the final plan to be adopted by both government agencies in mid-2024. For more information, contact Paducah Planning Director Nic Hutchison at 270-444-8690.

Project Partner

The City and County selected [Kendig Keast Collaborative \(KKC\)](#)® to lead the Comprehensive Master Plan effort with the City and County equally splitting the project costs. KKC specializes in assisting local governments with their community planning needs, with experience in 40 states to date since the firm's founding in 1982. KKC is based in Sugar Land, Texas, and also has offices in Greenville, South Carolina; Louisville, Kentucky; and Pittsburgh, Pennsylvania.

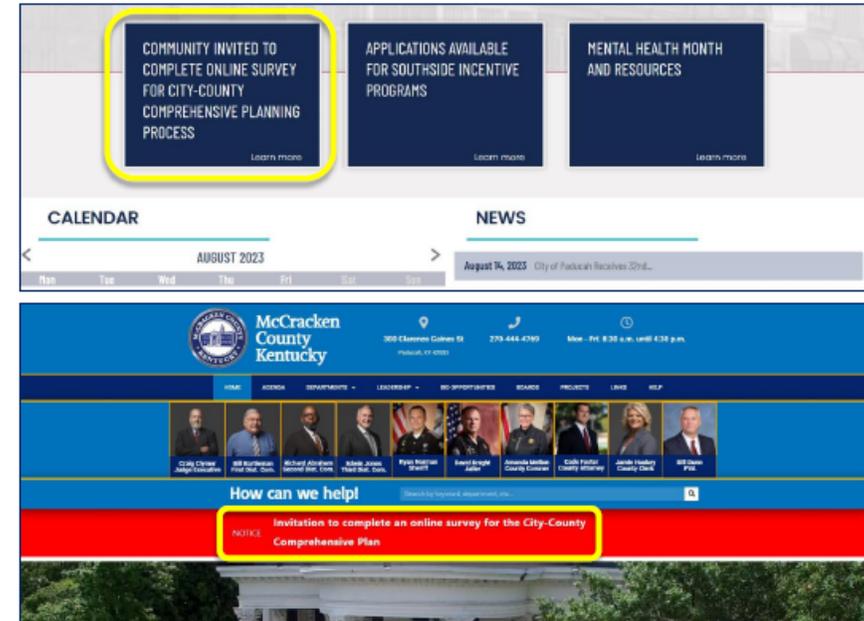


Community Survey Highlights

Community Survey Highlights

Paducah-McCracken County Joint Comprehensive Plan

As another way to obtain broad input to the City and County's joint Comprehensive Plan effort from area residents, business community and others, a survey was made available online to supplement and reinforce in-person outreach activities completed during April-June 2023. The survey was available for four weeks starting in early August. It was promoted on the City and County websites and through other usual public notification means, and the survey effort also drew local media coverage. The survey closed on September 8 and received 1,154 total responses.

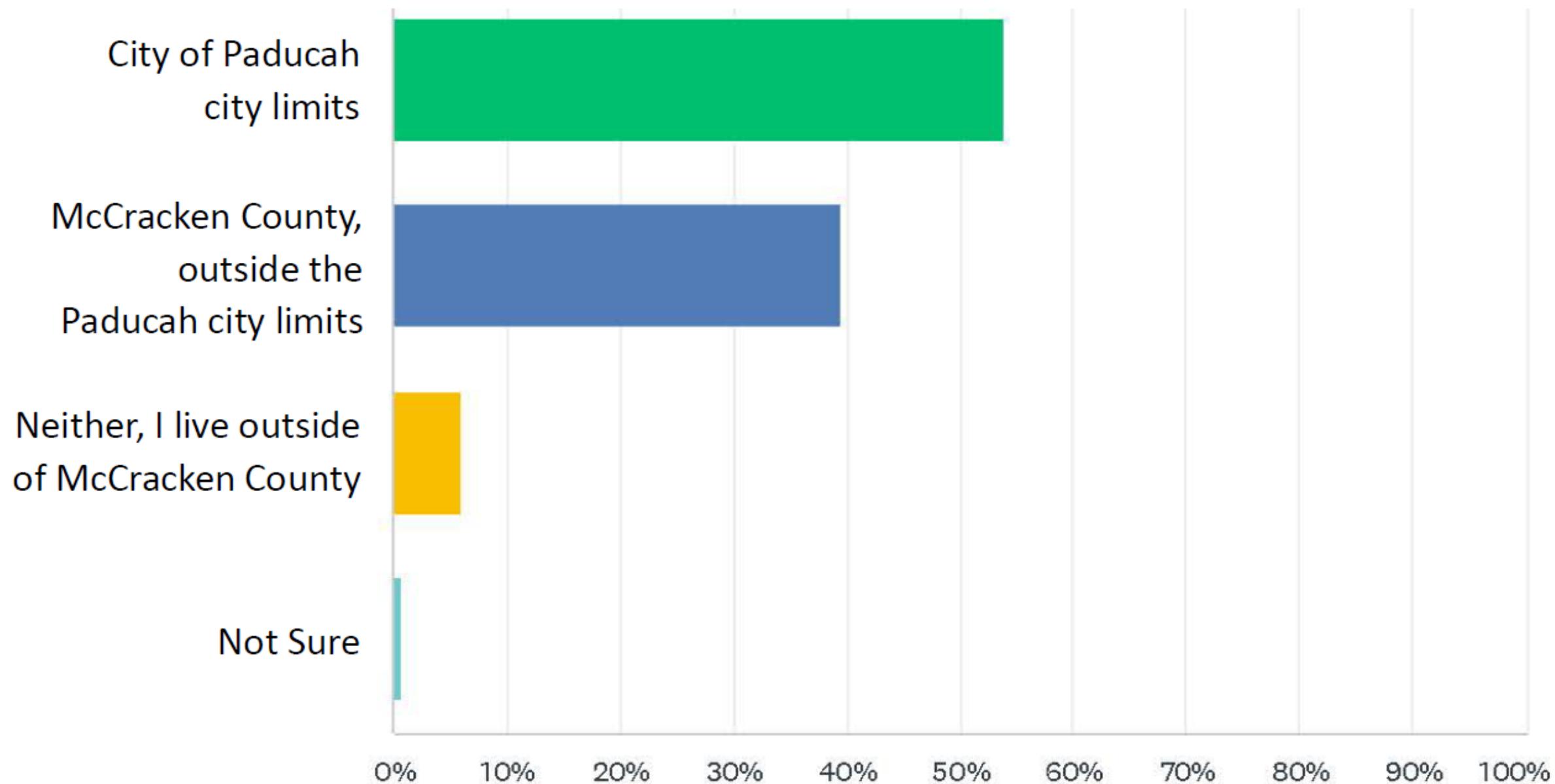


The survey included 24 questions, providing a mix of multiple-choice and open-ended response question types. On average, respondents took 9 minutes to complete the survey and answered 71%, or 17 of the 24, survey questions. Respondents were not required to answer every question to proceed through the survey. The response rate for each question is provided in this summary report.

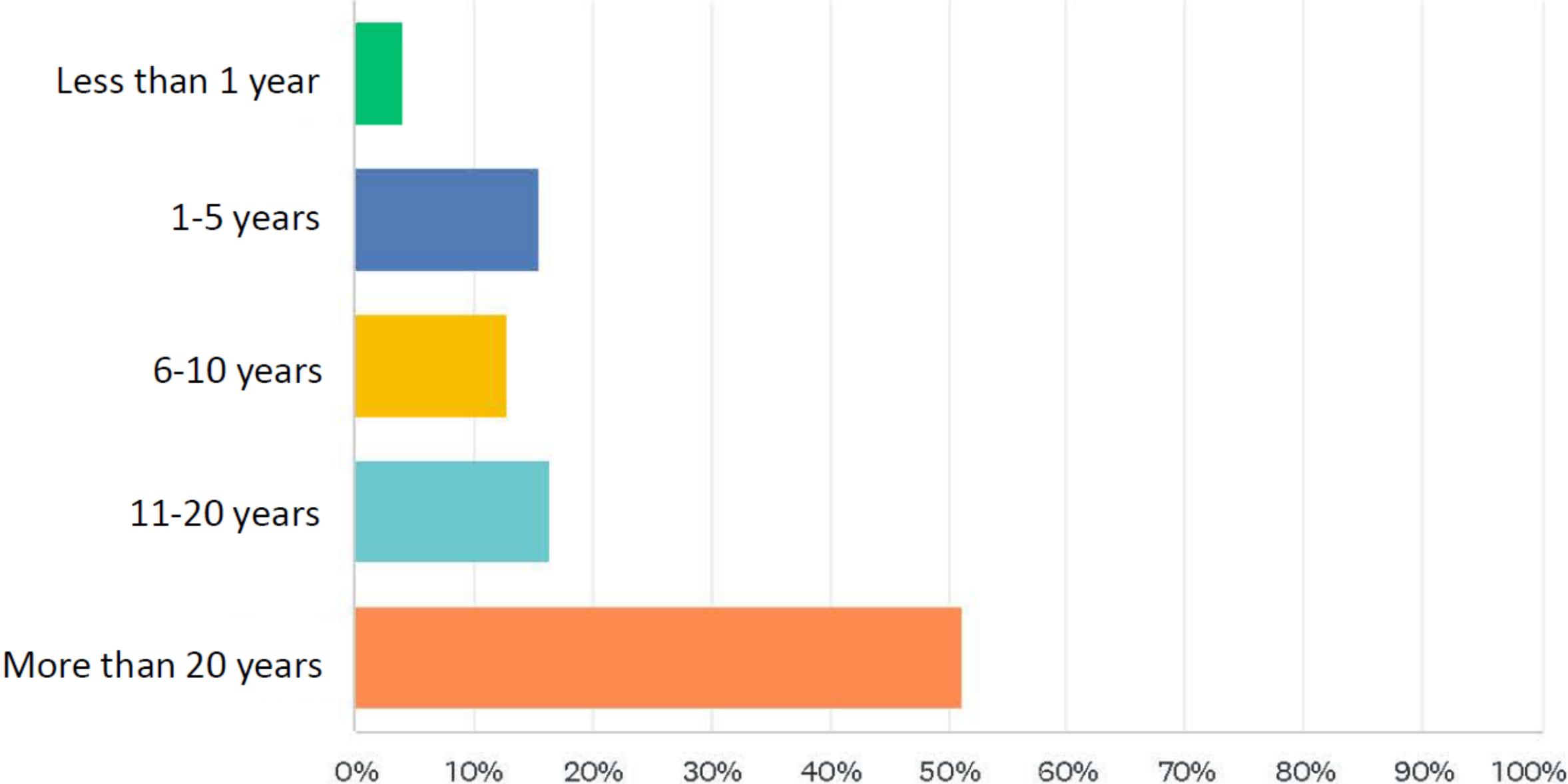
As this was an open online survey, the first question asked whether the respondent lived in the City of Paducah, McCracken County or outside of the county. If a respondent answered "Outside of McCracken County" or "Not Sure," they were able to answer only questions 1, 2, 7, 8 and 9 – with 8 and 9 the same as questions 10 and 11 for residents of the city and county.



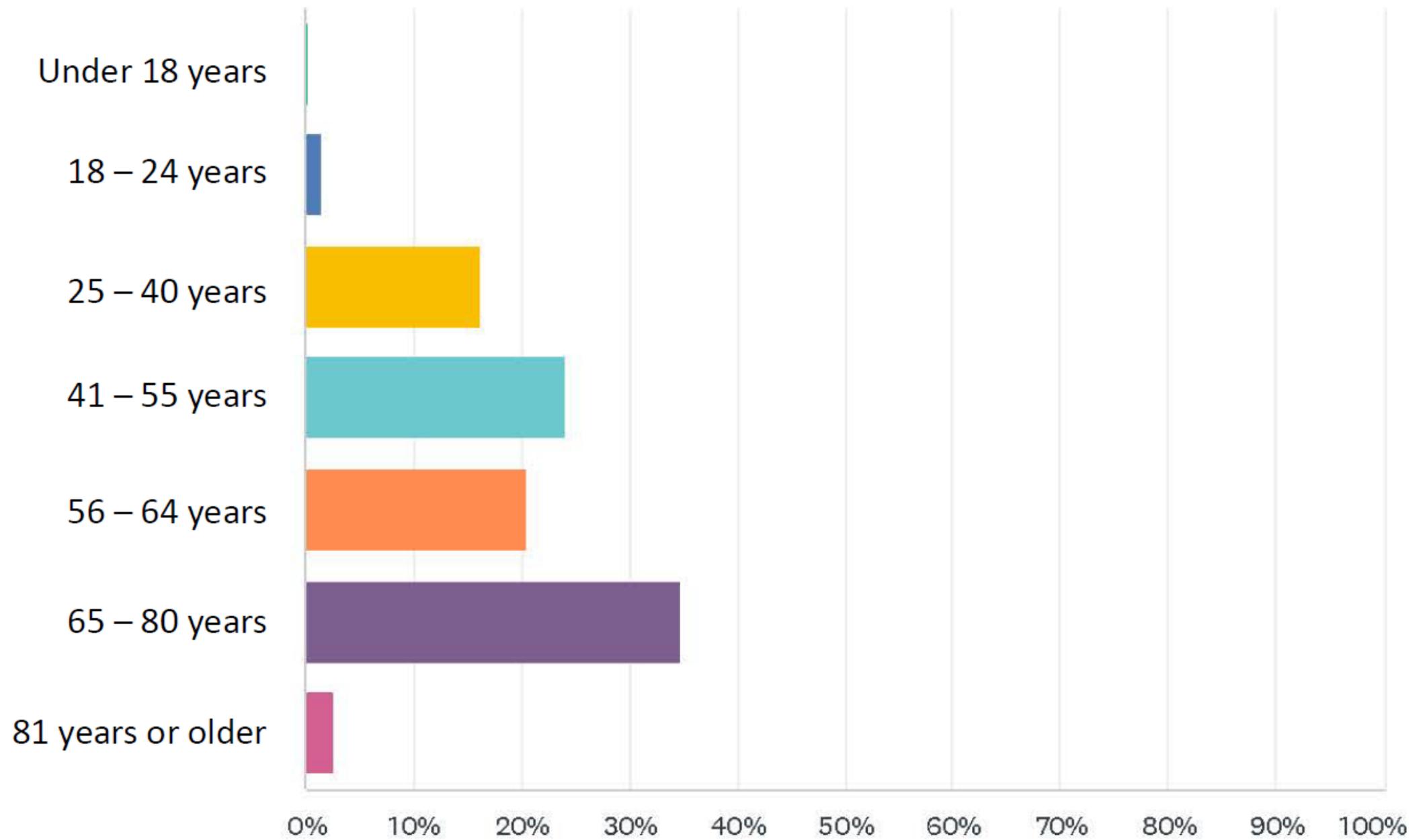
QUESTION 1: Do you live in ...



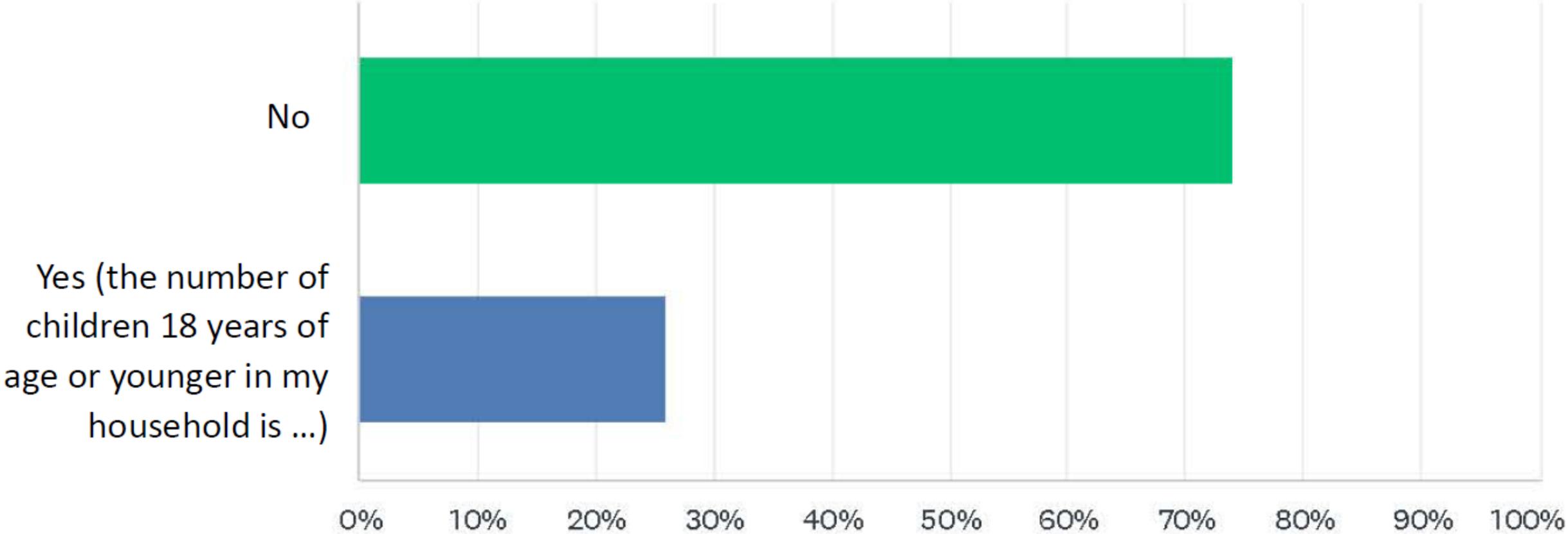
QUESTION 3: How long have you lived in the city or county?

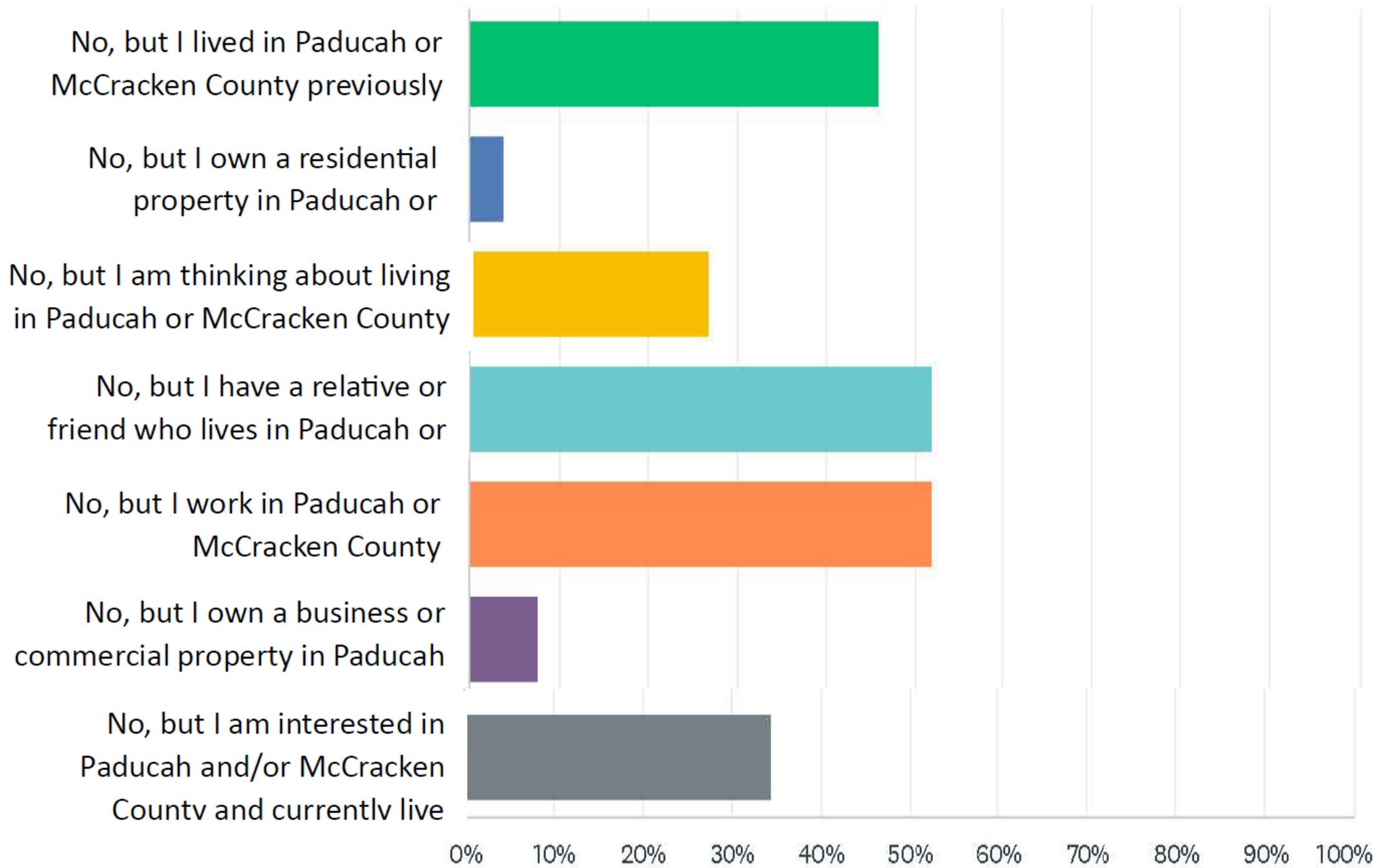


QUESTION 5: In which age range are you?



QUESTION 6: If you are an adult, do any children 18 years of age or younger live in your household?





POSITIVES THAT ENERGIZE YOU

“The up and coming sports complex that will not only help our city economically but will have something to offer children to keep them engaged in positive activities.”

“Our commitment to quality of life for our citizens. The Greenway Trail, Noble Park, Riverfront, downtown entertainment district all contribute to a healthy, exciting lifestyle.”

“It is an easy town to travel in, the cost of living is reasonable, efforts continue at work to enhance the quality of life in the area – retail offerings, recreational options, cultural offerings.”

“We have a thriving artist community which contributes to our community and tourism.”

“I like our connected community. How we as a collective strive to be a unit of one. This is a wonderful place to raise your children.”

CONCERNS YOU MOST

Slow pace of development.

“Older buildings not being used to their full potential for the good of the community. For example, commercial property prices are too high and those spaces could be used to house homeless, etc.”

Losing the small town feel.

A clear vision for growth.

Lack of cultural diversity.

“I worry about the stability of the medical community both from a financial standpoint and a staffing standpoint.”

Lack of safe transportation for all modes, not just cars.

Condition of infrastructure.

Lack of job opportunities at large employers.

Poor property upkeep.

Increase in crime.

Lack of affordable housing.

QUESTION 12:

Top 5 priorities from a list of 20 items frequently mentioned in early leadership and public input for the current Comprehensive Plan update process.

For this question, 795 (73%) of the 1,086 eligible resident respondents answered. The following items were ranked among the top five most often, in this order:

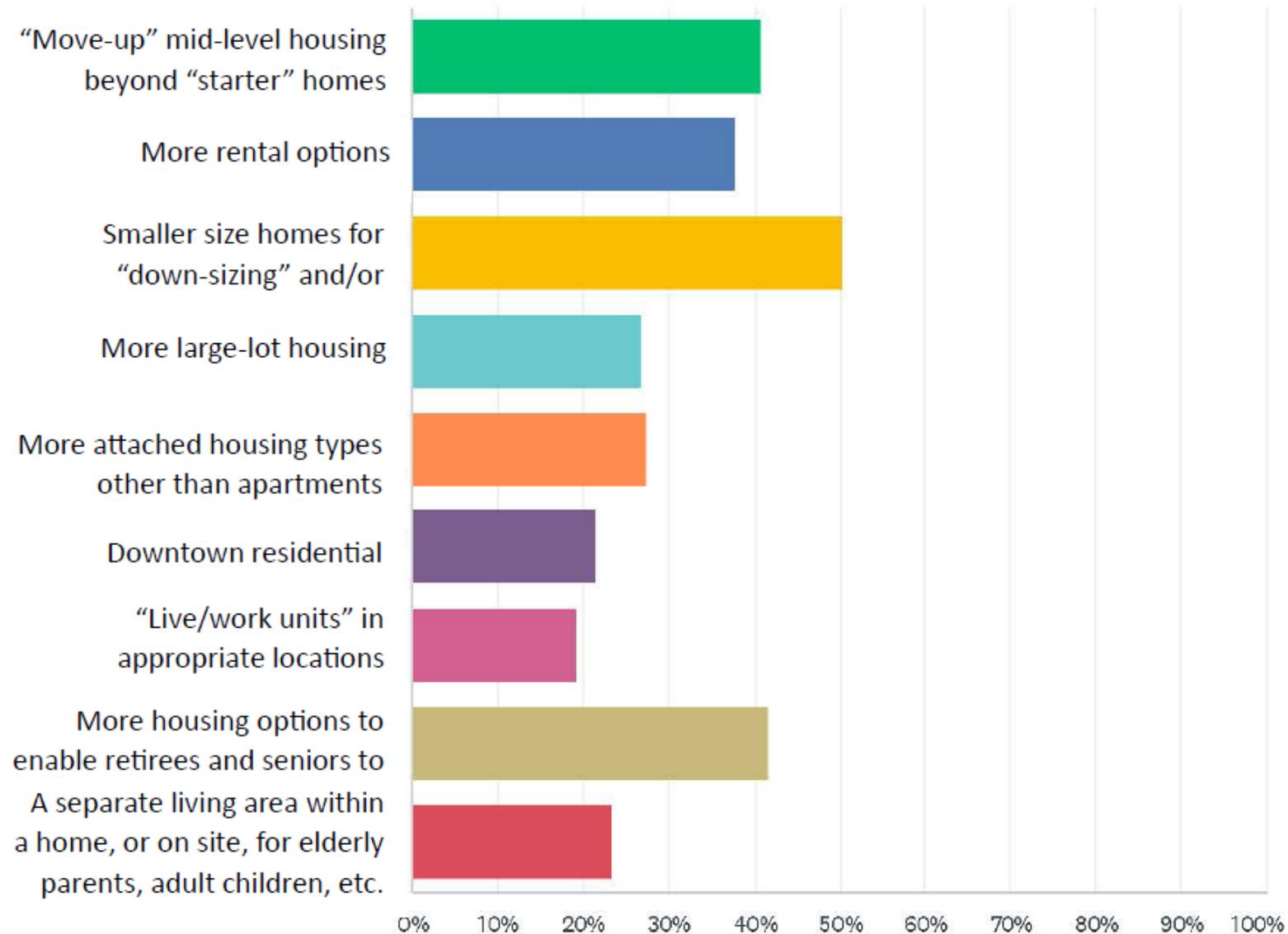
- Safe community and City/County public safety services (police, fire, emergency medical service). (44.5%)
- Infrastructure condition and capacity (streets, water, sanitary sewer). (42.9%)
- Make the area more attractive to retain – or regain – youth who grew up here, and to attract younger individuals and families (i.e., quality jobs, housing, amenities, etc.). (42.5%)
- Storm water management, mitigation of flooding risks and readiness to deal with and recover from natural hazards. (39.6%)
- Continue efforts to diversify the area's economic and employment base, for long-term economic sustainability and also to offer a wider range of job options to current and prospective residents. (38.1%)

Other options on the list of 20 selected most often for the top five included:

- Increased quantity and variety of housing options. (31.7%)
- Preservation of the area's natural resources and landscapes. (29.6%)
- Continue to build on the area's success as a tourist destination. (25.8%)

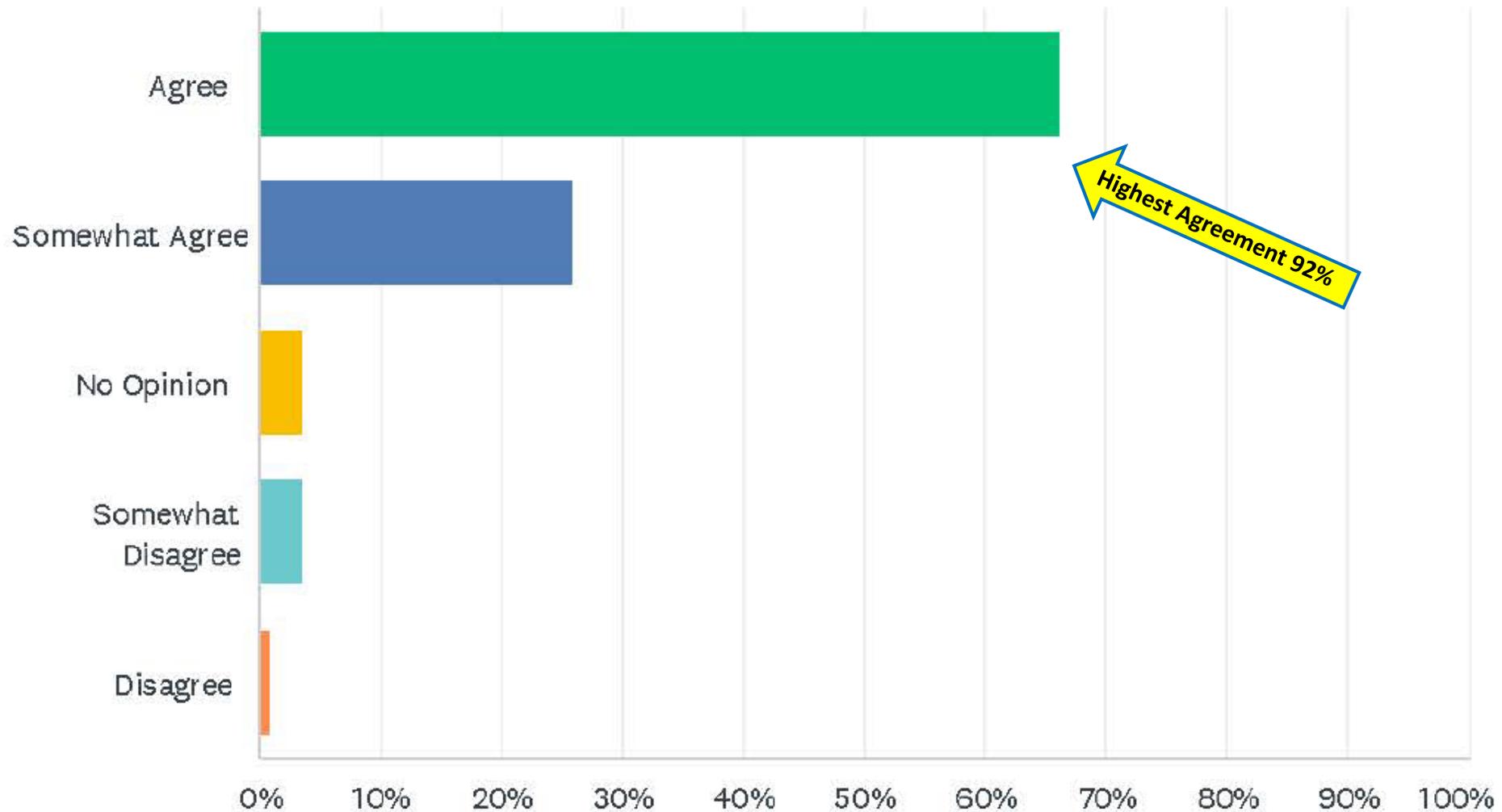
QUESTION 14:

Housing is a key concern in Paducah and McCracken County as in many parts of the nation. What housing options does this area need more of? Please check all that apply.



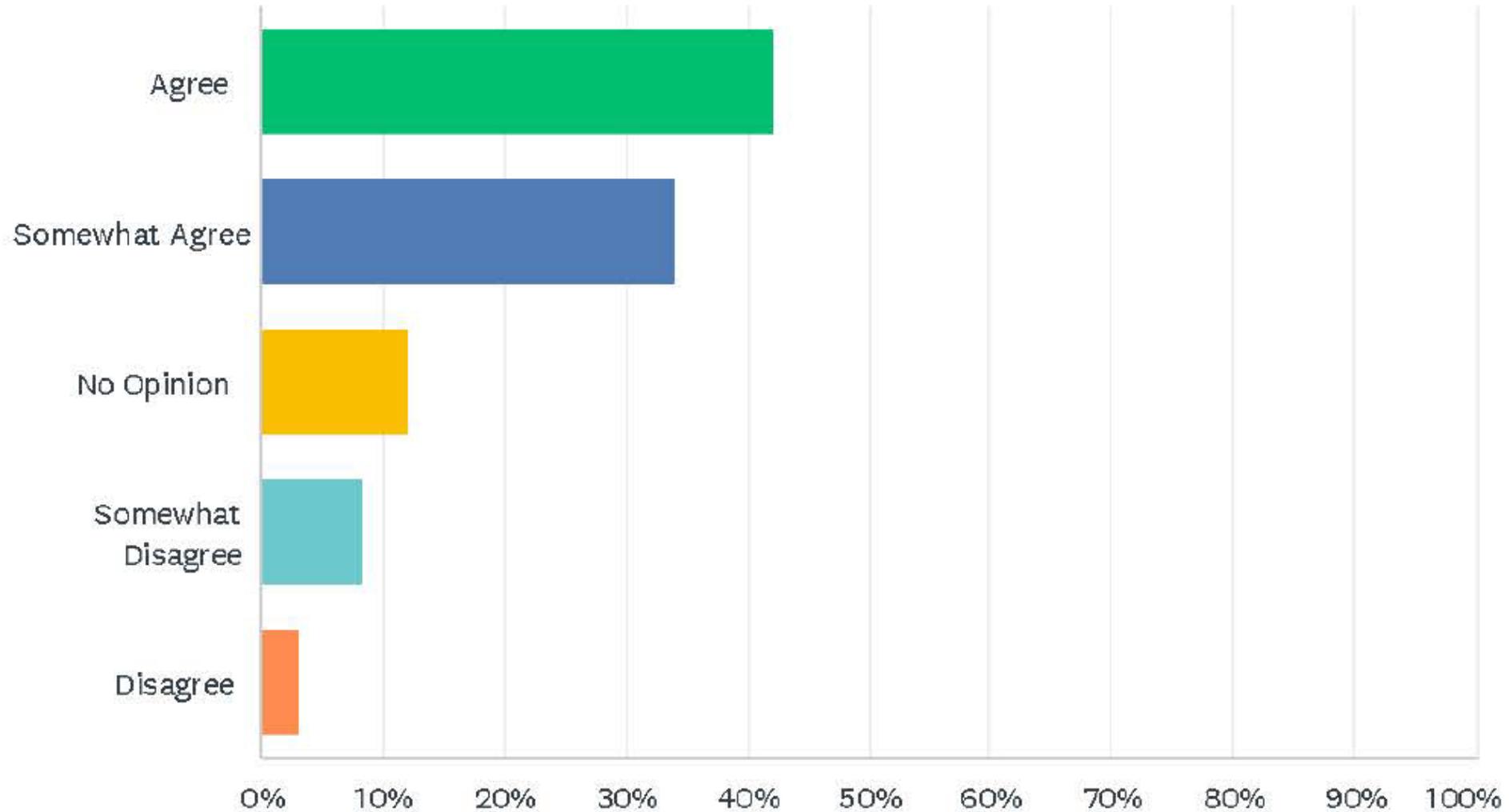
QUESTION 15:

The City and County should treat as “Job 1” economic development that generates well-paying jobs in key and emerging industries, especially to retain and attract young adults and other workers who are already drawn by the area’s recreational and cultural assets.



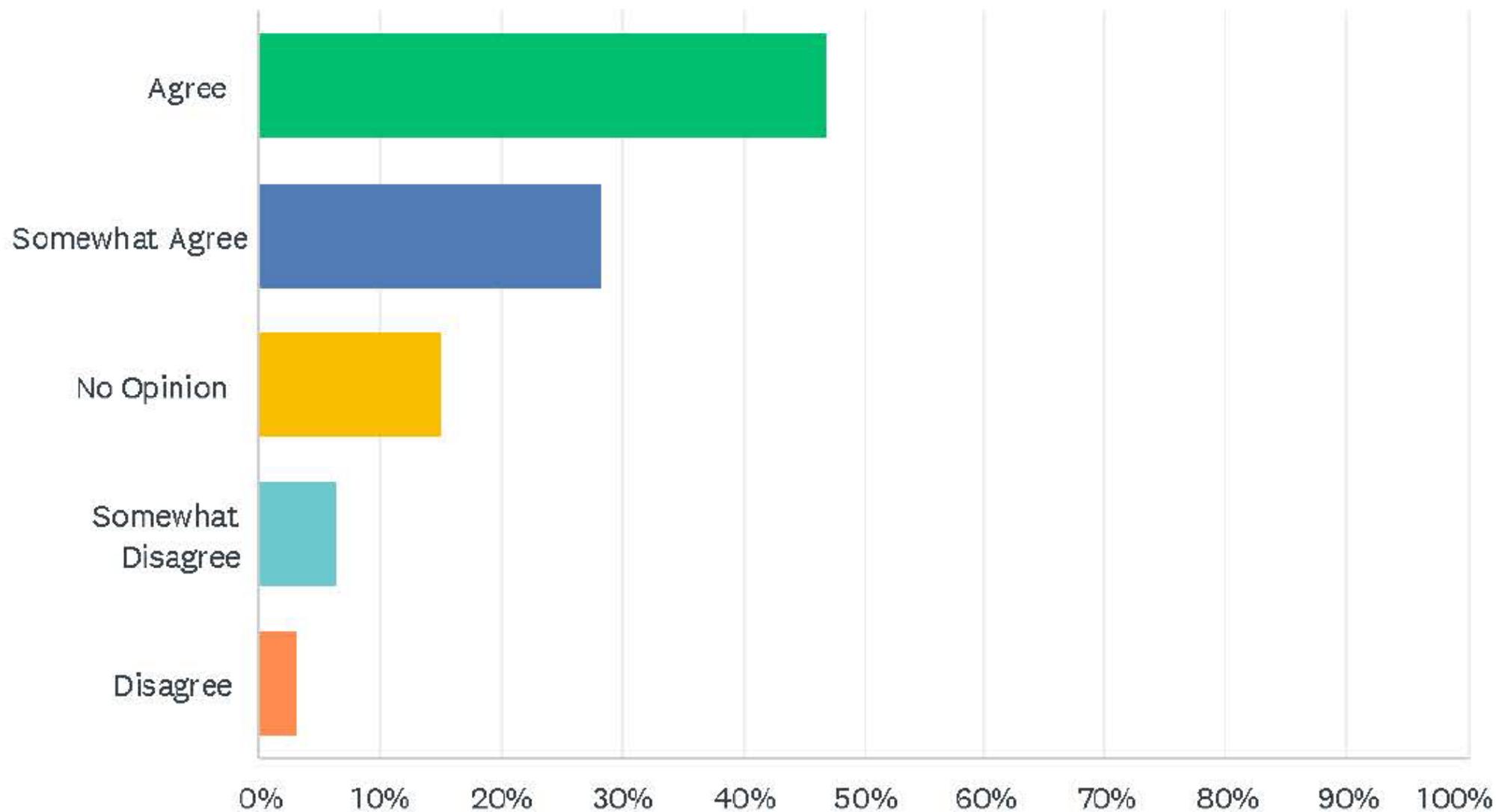
QUESTION 16:

For our area to be more successful in its economic development efforts, the City, County and other community partners must first prioritize ways to spur more local housing development, of all types, to be more appealing to both prospective residents and businesses.



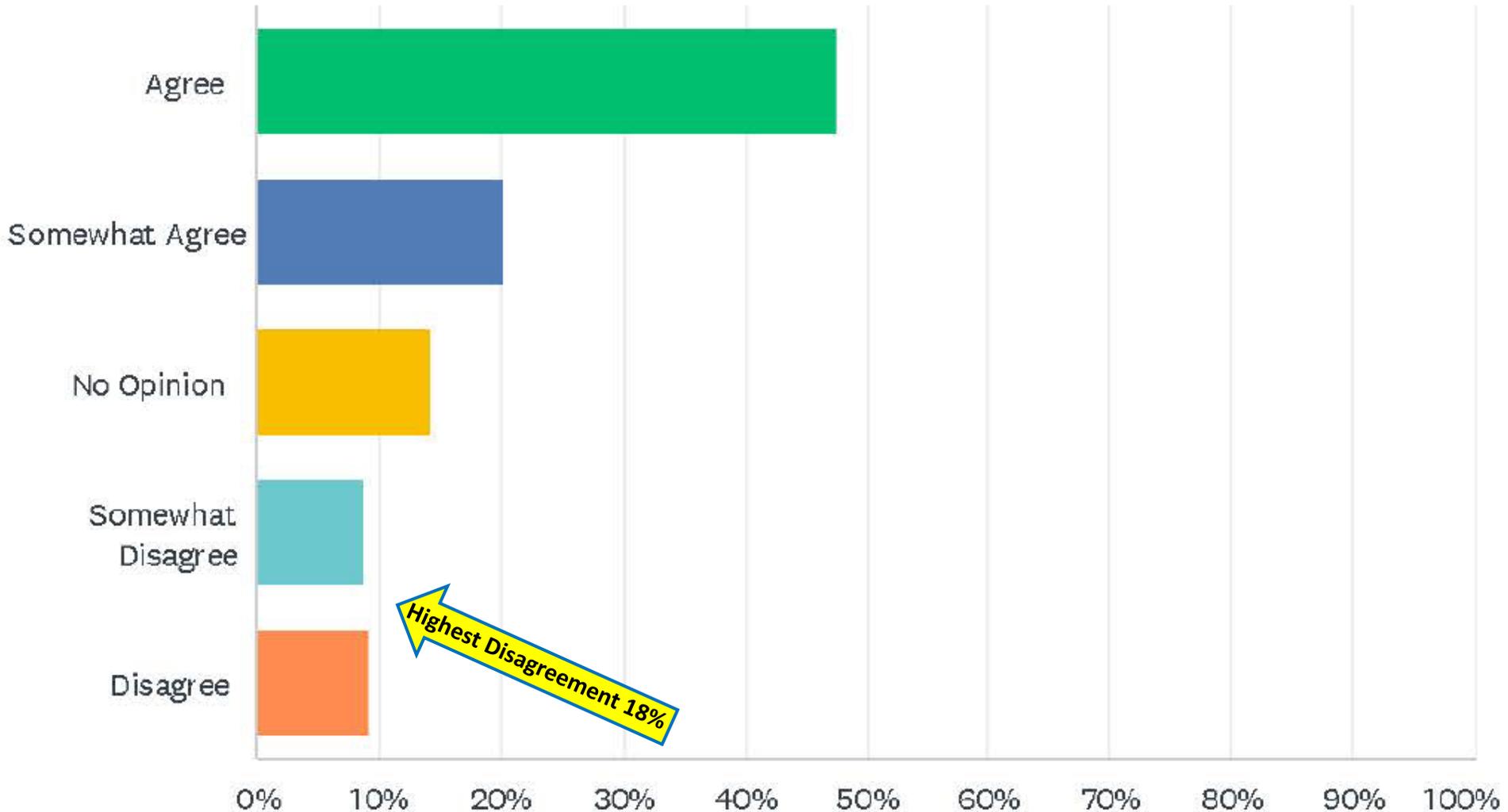
QUESTION 17:

Among its long-term planning priorities, McCracken County should focus on protecting agricultural activity in the county and preserving rural character and landscapes while accommodating beneficial housing and economic development in appropriate locations.



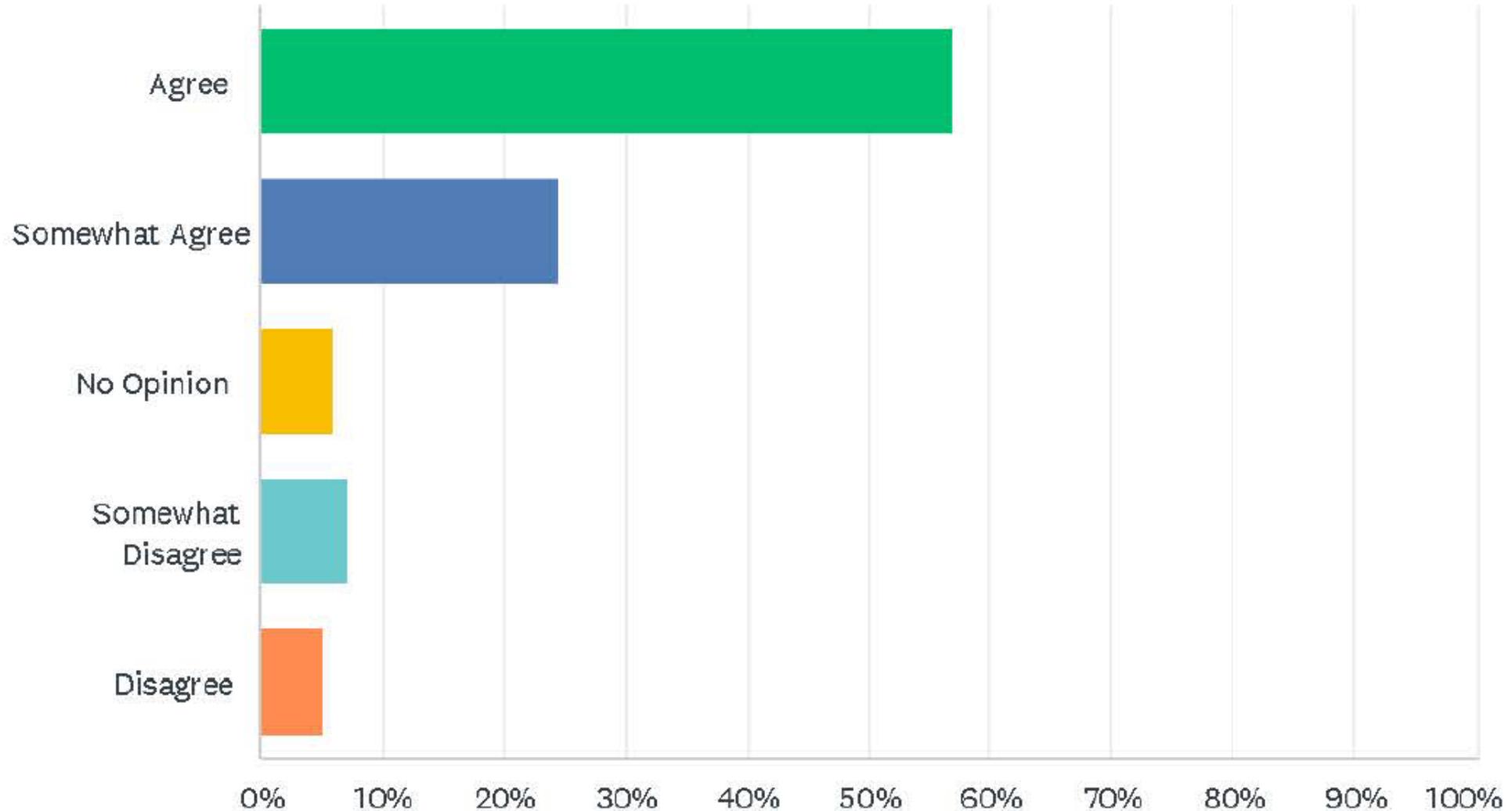
QUESTION 18:

The City and County should strive to sustain and reinvigorate the area's commitment to the arts, crafts and culture as a key driver of both the economy and residents' quality of life, building on Paducah's 2013 acceptance into the UNESCO Creative Cities Network among nearly 300 other cities worldwide.



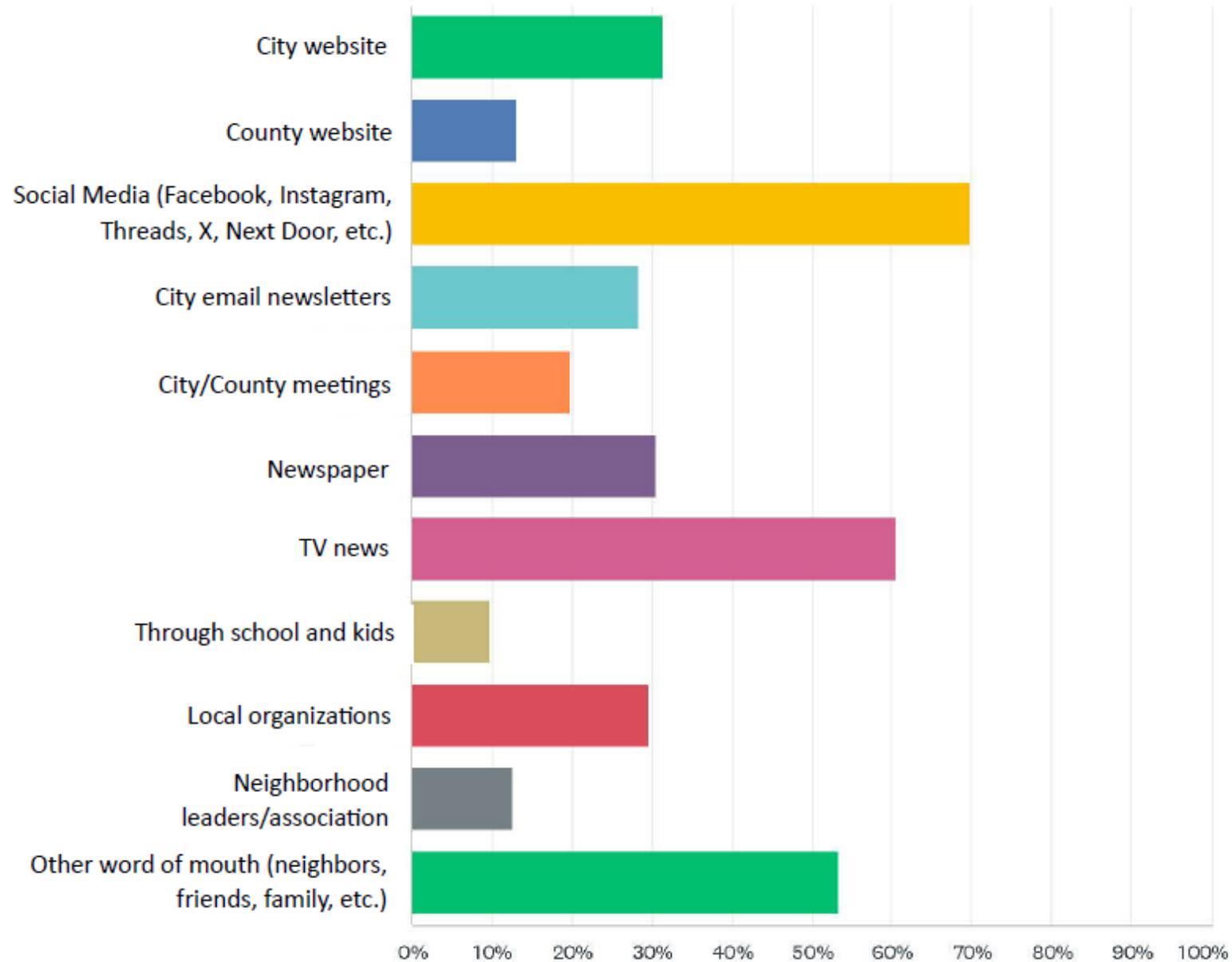
QUESTION 19:

The City and County should continue to invest in upgrading Paducah's historic riverfront as a "front door" to the area, especially with increasing riverboat visitation, and for the year-round enjoyment of area residents along with a vibrant downtown.



QUESTION 23:

Where do you get information about what's going on in the city and county? Please check all that apply.



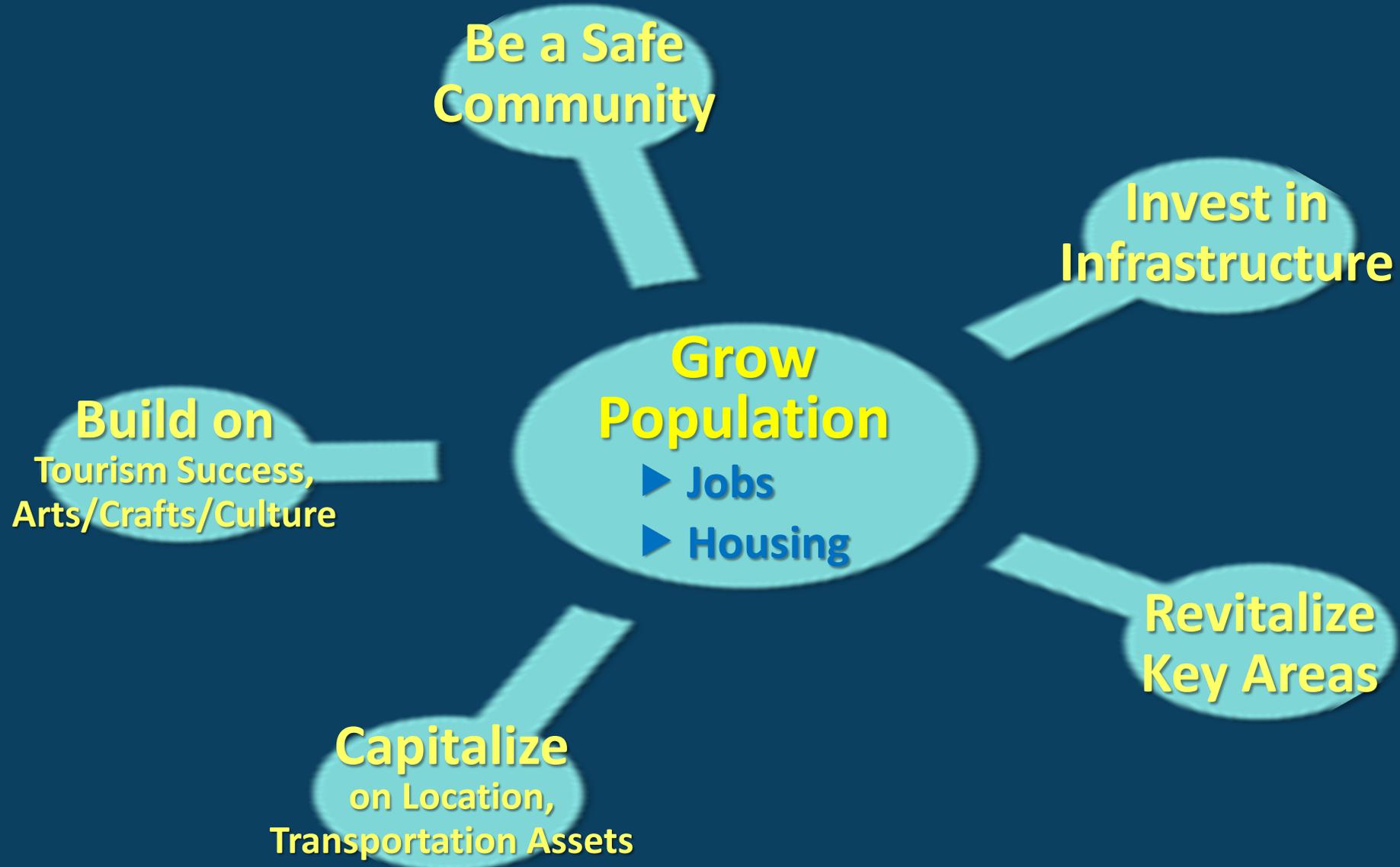
QUESTION 24:

As you think about the future of Paducah and McCracken County, do you have any other hopes or concerns that you did not see covered in the questions above?

661 (60.1%) of the 1,086 eligible resident respondents answered this final, open-ended survey question. Just under half of the respondents (48.7%) answered “yes” and provided a write-in answer. Representative quotations are included below.

- “Better restaurants, food trucks and businesses.”
- “More benefits/activities for residents.”
- “Development of Port/river walk area.”
- “More affordable housing for low-income families.”
- “Lack of variety food and store choices.”
- “More activities at the Carson Center, Convention Center and Cherry Civic Center.”
- “Make sure all residents are heard. Make everyone feel welcome.”
- “There are empty lots and lots with dilapidated homes on them throughout the city and county.”
- “I hope to see Paducah and McCracken County work to make the whole city walkable, bikeable and a place for young people to want to stay.”
- “Save our trees and neighborhoods.”
- “Build more parks and create more attractive green space.”
- “Our community needs one unified metro government.”
- “Safer and more options for healthy lifestyles – safer bike routes, more bike trails, etc.”
- “Please leave our riverfront as intact as possible.”
- “We need to encourage population growth in the city and the county.”
- “I hope that more people realize the opportunity we have as a central location for transportation. This would include river, rail, air and highway.”
- “Revitalize the buildings we have.”

CONNECTING THE DOTS ...



Comparison Communities

While the focus of this report is the city and county's existing conditions, it can be helpful to benchmark local data points against other communities and geographies to provide additional context. In this report, a handful of other Kentucky cities and counties were used for comparison of certain data points, along with some comparisons to all of Kentucky:

- **Bowling Green** as a gateway community to western Kentucky, situated on both Interstates 65 and 166, that has experienced much more significant population growth in recent decades.

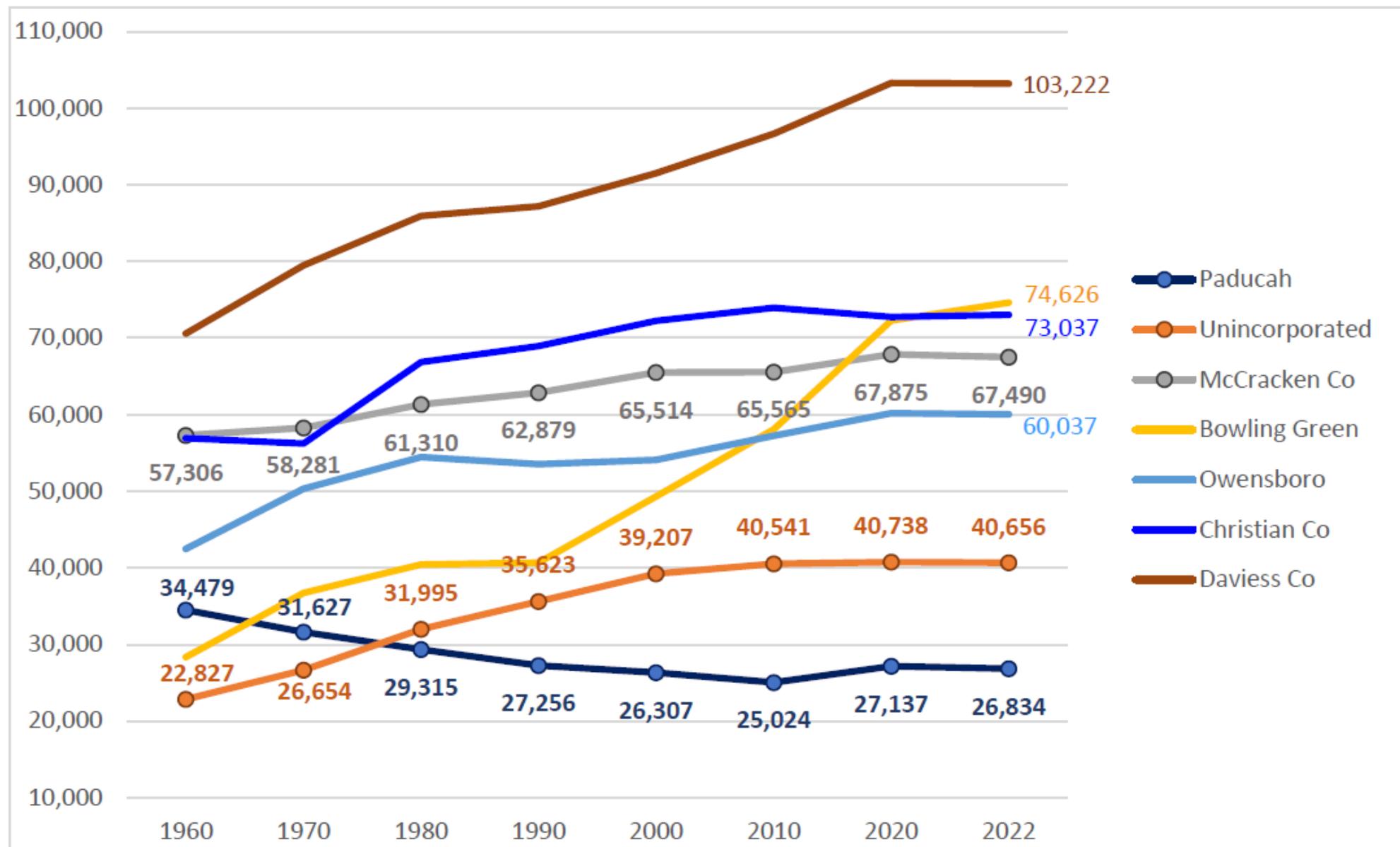


- **Owensboro** as a common comparison community for Paducah, with limited growth in recent decades, that is also situated along the Ohio River and at the northern terminus of Interstate 165.
- **Christian County**, with a similar population size as McCracken County and home to Hopkinsville, also along Interstate 24 between Nashville and St. Louis, and with Interstate 169 also traversing the county.
- **Daviess County** as home to Owensboro, along the Ohio River, and also traversed by Interstate 169.

PLANNING THEME 1:

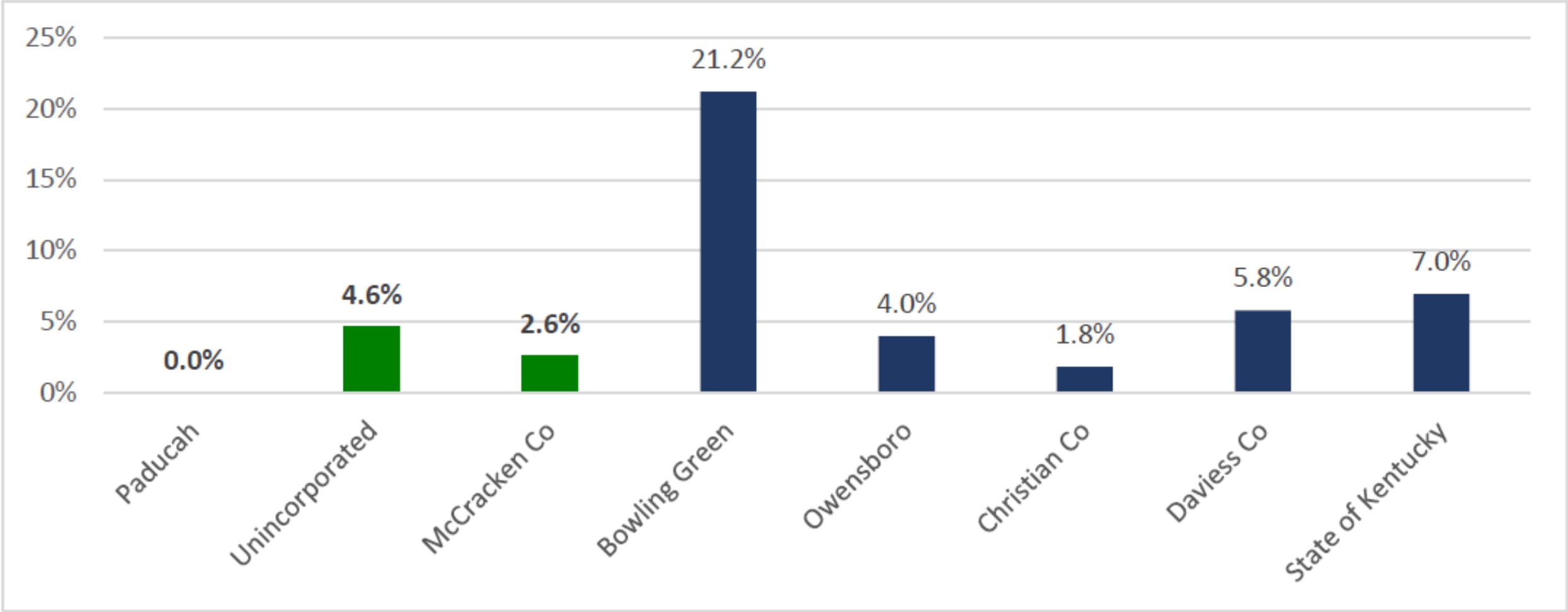
Making the area more attractive to retain – or regain – youth who grew up here, and to attract younger individuals and families.

Population History and Newest Estimates



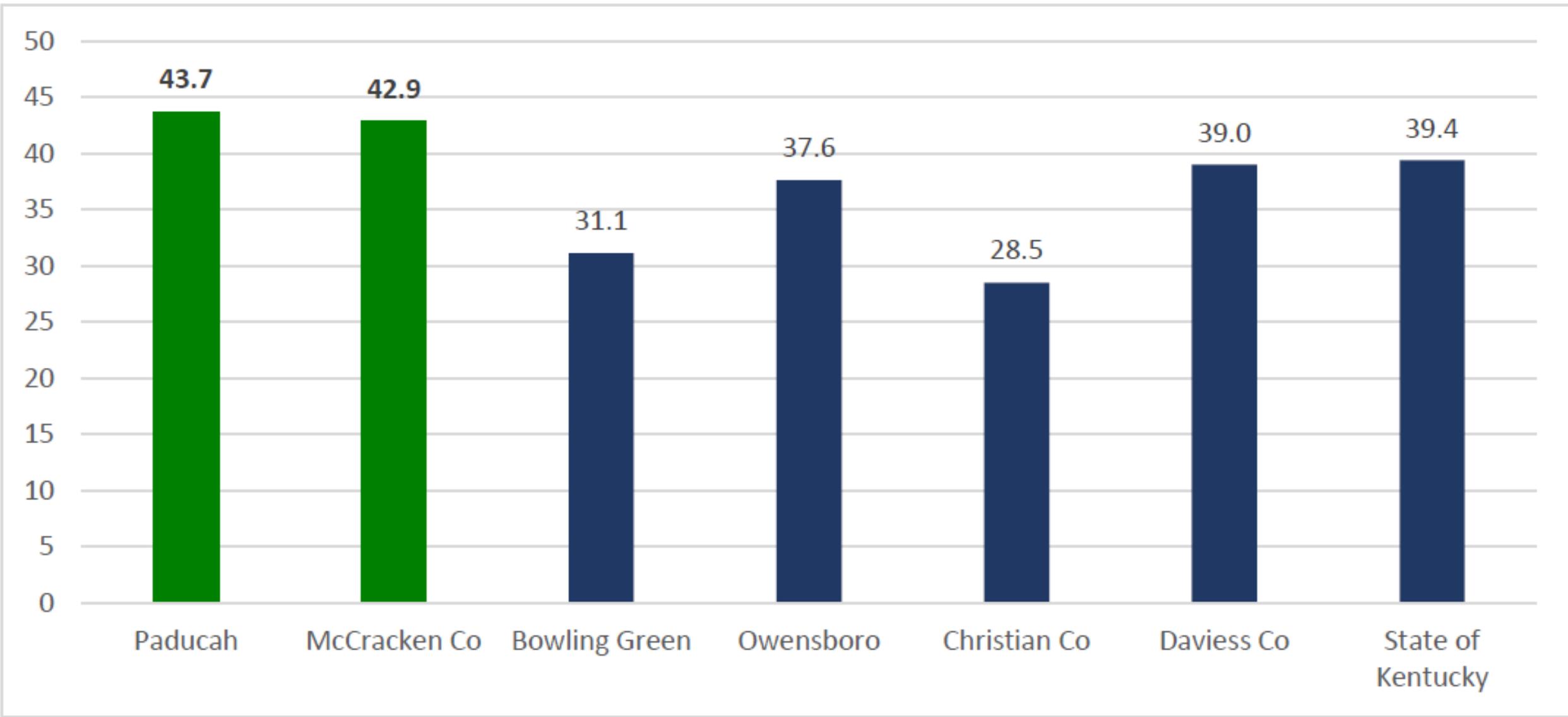
SOURCE: U.S. Census Bureau, Table DP105 (American Community Survey Demographic and Housing Estimates, 2022).
 Kentucky State Data Center from U.S. Census Bureau July 2022 Population Estimates (released 05.19.23).

Average Population Growth Rate by Decade (1990-2020)



SOURCE: U.S. Census Bureau.

Median Age (2022)



SOURCE: U.S. Census Bureau, Table DP105 (American Community Survey Demographic and Housing Estimates, 2022).

PLANNING THEME 1A:

Continuing efforts to diversify the area's economic and employment base, for long-term economic sustainability and also to offer a wider range of job options to current and prospective residents.

Labor Force Participation and Employment (2022)



67,490
Population



53,993
Age 16+
(80% of Population)



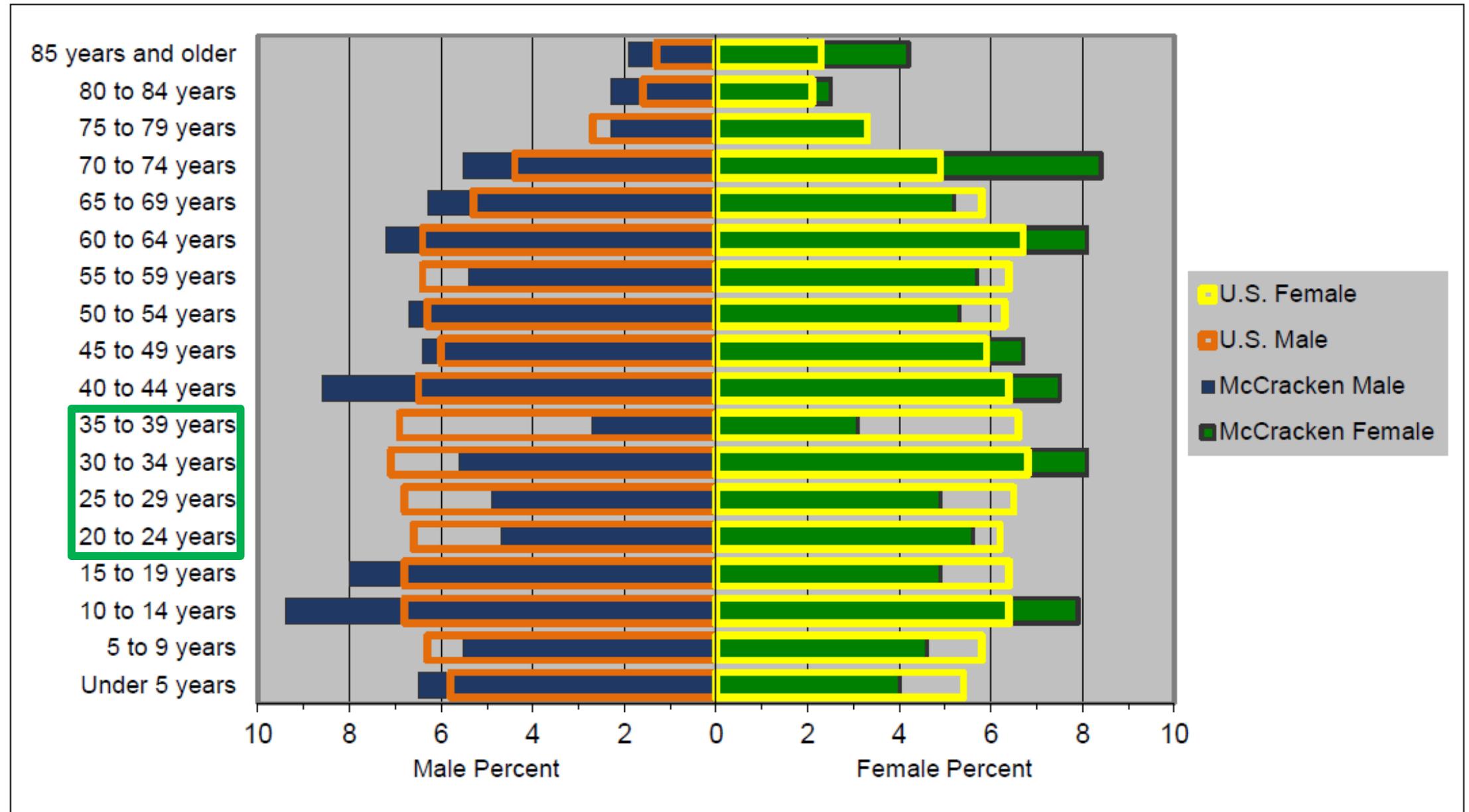
In Labor Force
32,266
Employed or
Seeking a Job
(**59.8%** of Age 16+)



31,068
Employed
(96.3%)

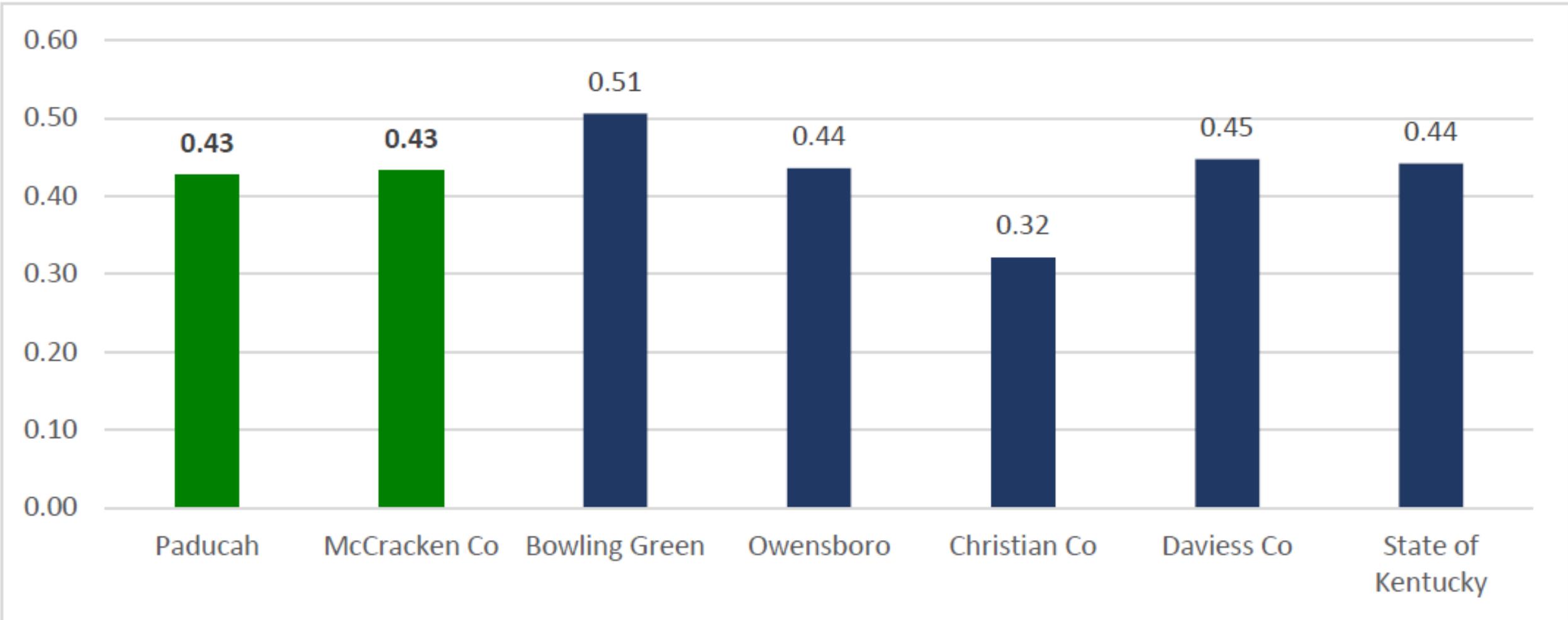
SOURCE: U.S. Census Bureau, Table DP03 (American Community Survey Selected Economic Characteristics, 2022).

Age and Gender Distribution (2021)



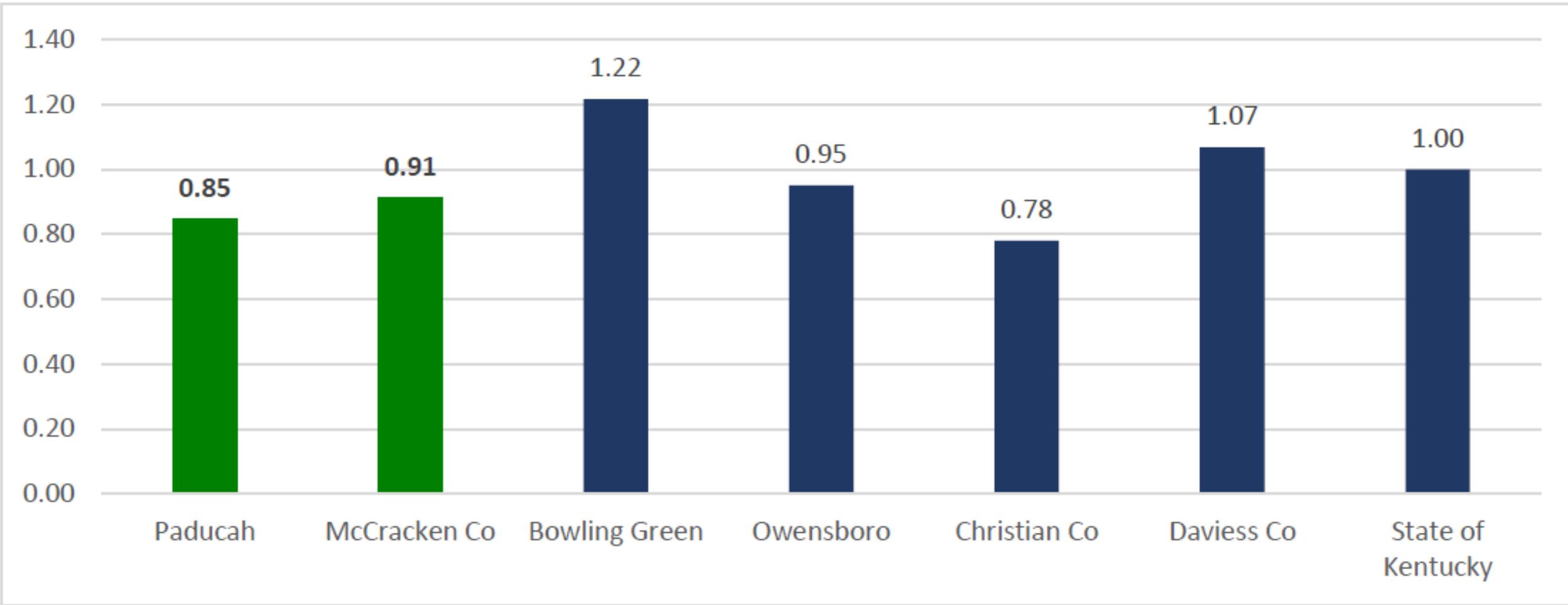
SOURCE: U.S. Census Bureau, Table S0101 (American Community Survey Age and Sex, 2021).

Ratio of Employment to Population in 2020



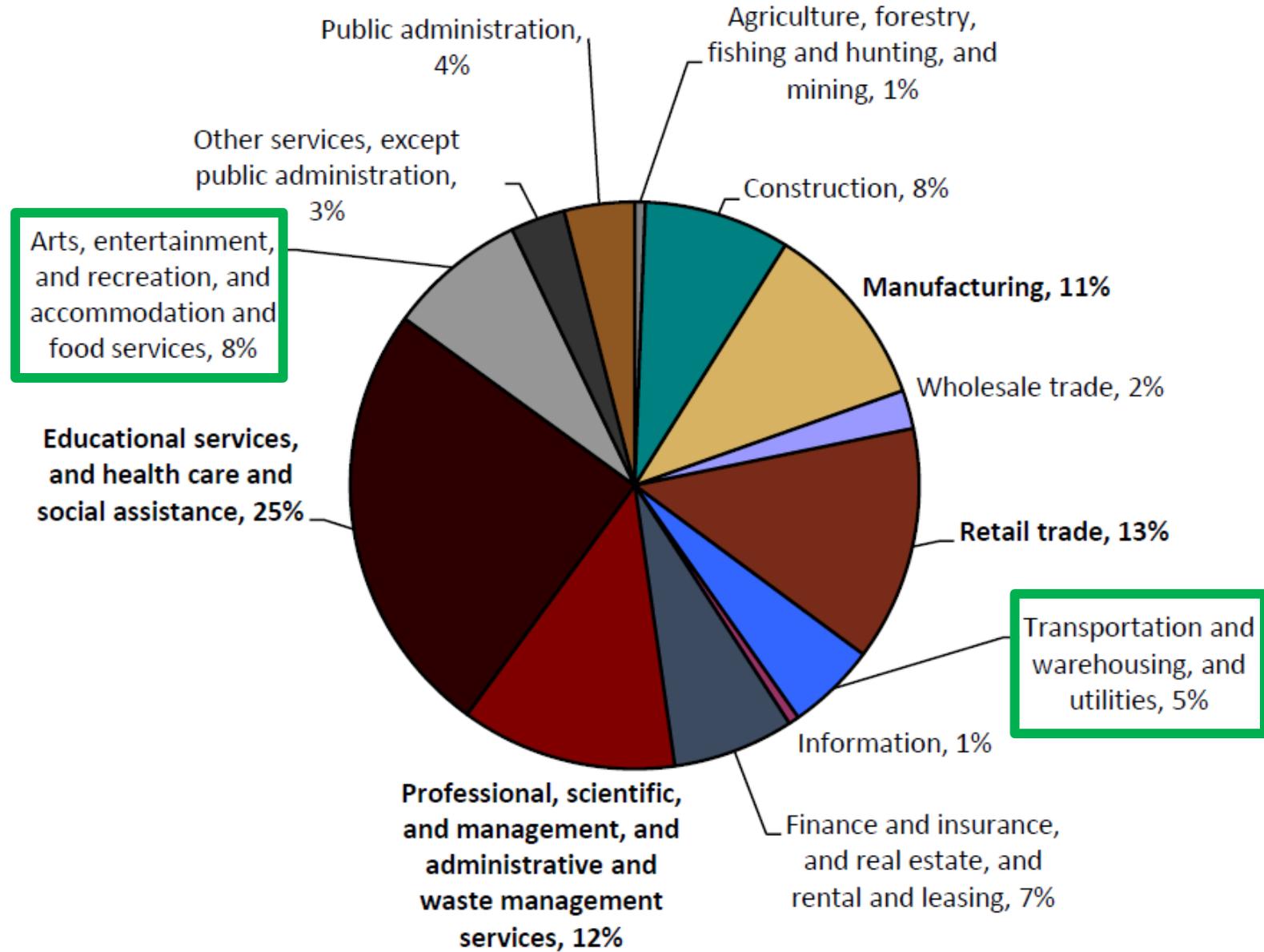
SOURCE: U.S. Census Bureau, Table DP05, Demographic and Housing Estimates (ACS 2020); Table DPO3, Selected Economic Characteristics (2020).

Ratio of Employment to Housing in 2020



SOURCE: U.S. Census Bureau, Table DP05, Demographic and Housing Estimates (ACS 2020); Table DPO3, Selected Economic Characteristics (2020).

Employment by Industry Type in McCracken County (2022)



SOURCE: U.S. Census Bureau, Table DPO3, Selected Economic Characteristics (2022).

Top 5 Industries in McCracken County by Location Quotient (2022)

A location quotient (LQ) indicates an area's industrial specialization relative to a larger geographic unit, in this case the entire nation and in terms of employment. An LQ greater than 1.0 means the area has a greater share of its employment concentrated in a particular industry than does the larger comparison geography.



SOURCE: Community and Economic Development Initiative of Kentucky (CEDIK), University of Kentucky.

Commuting Patterns for McCracken County (2020)

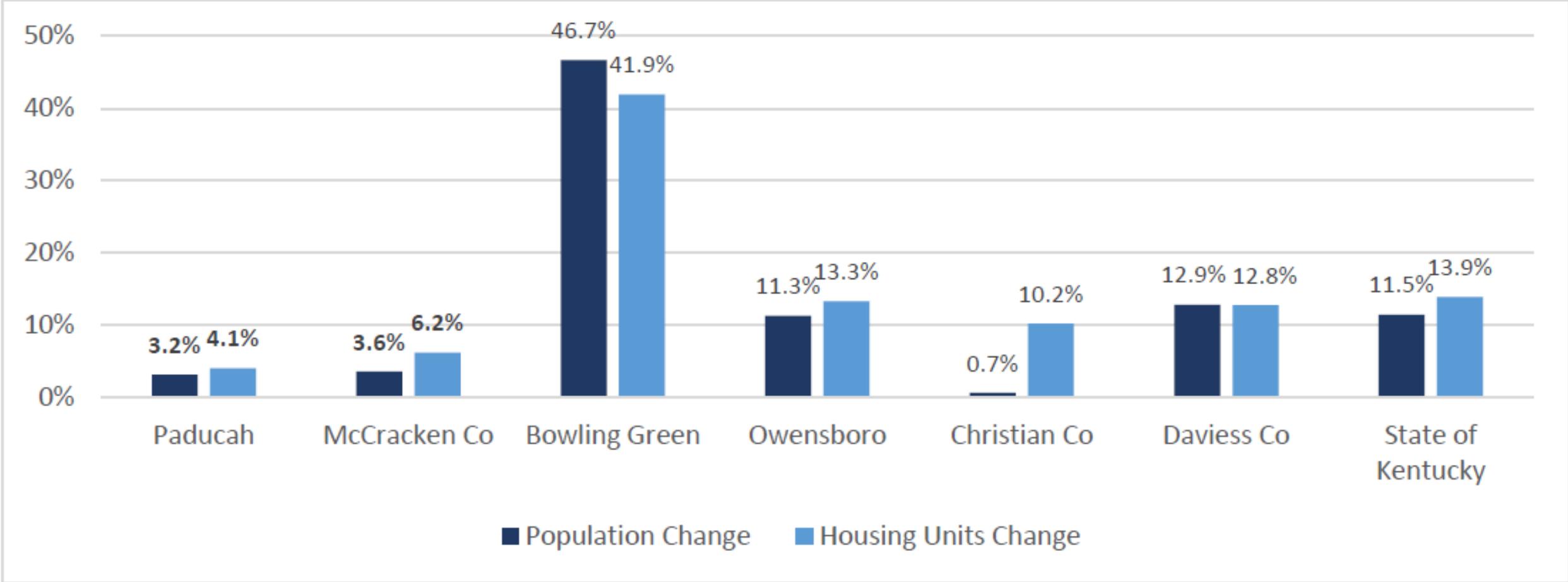


SOURCE: U.S. Census Bureau - OnTheMap resource.

PLANNING THEME 1B:

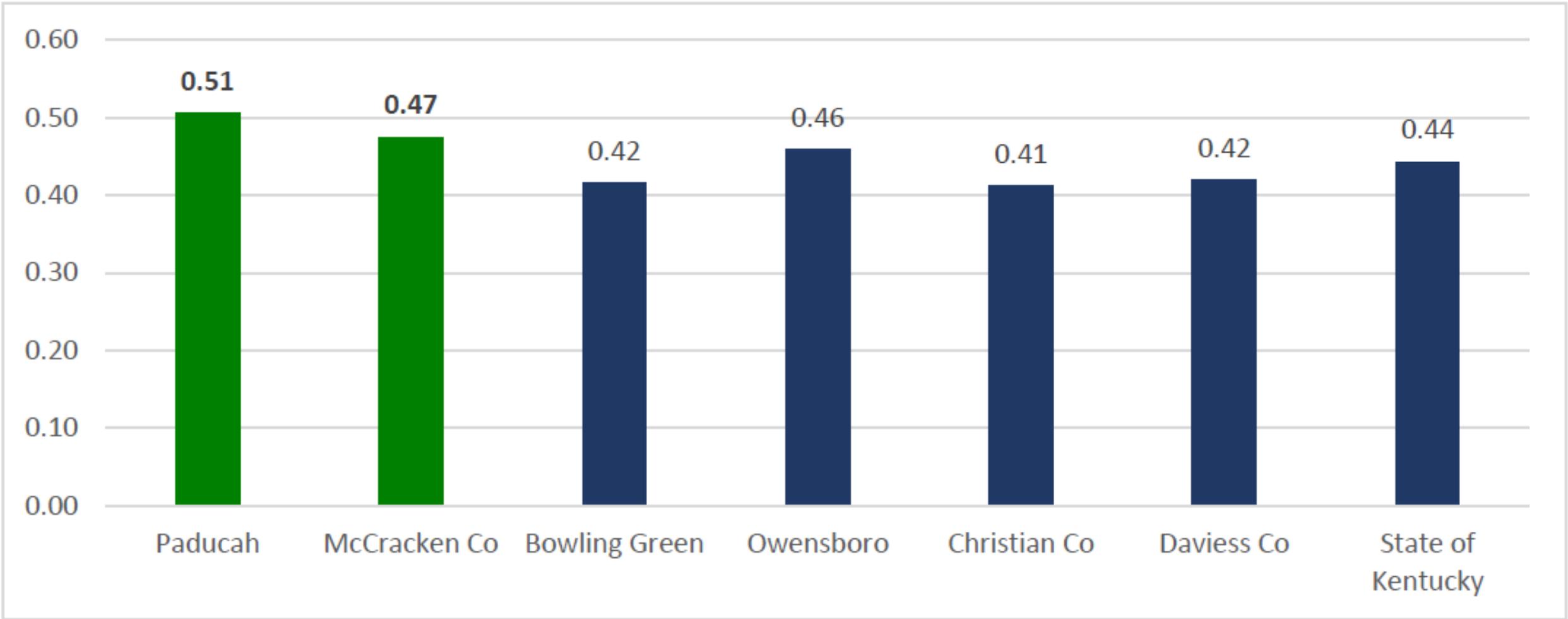
Increasing the quantity and variety of housing options.

Change in Housing Units Relative to Population, 2000-2020



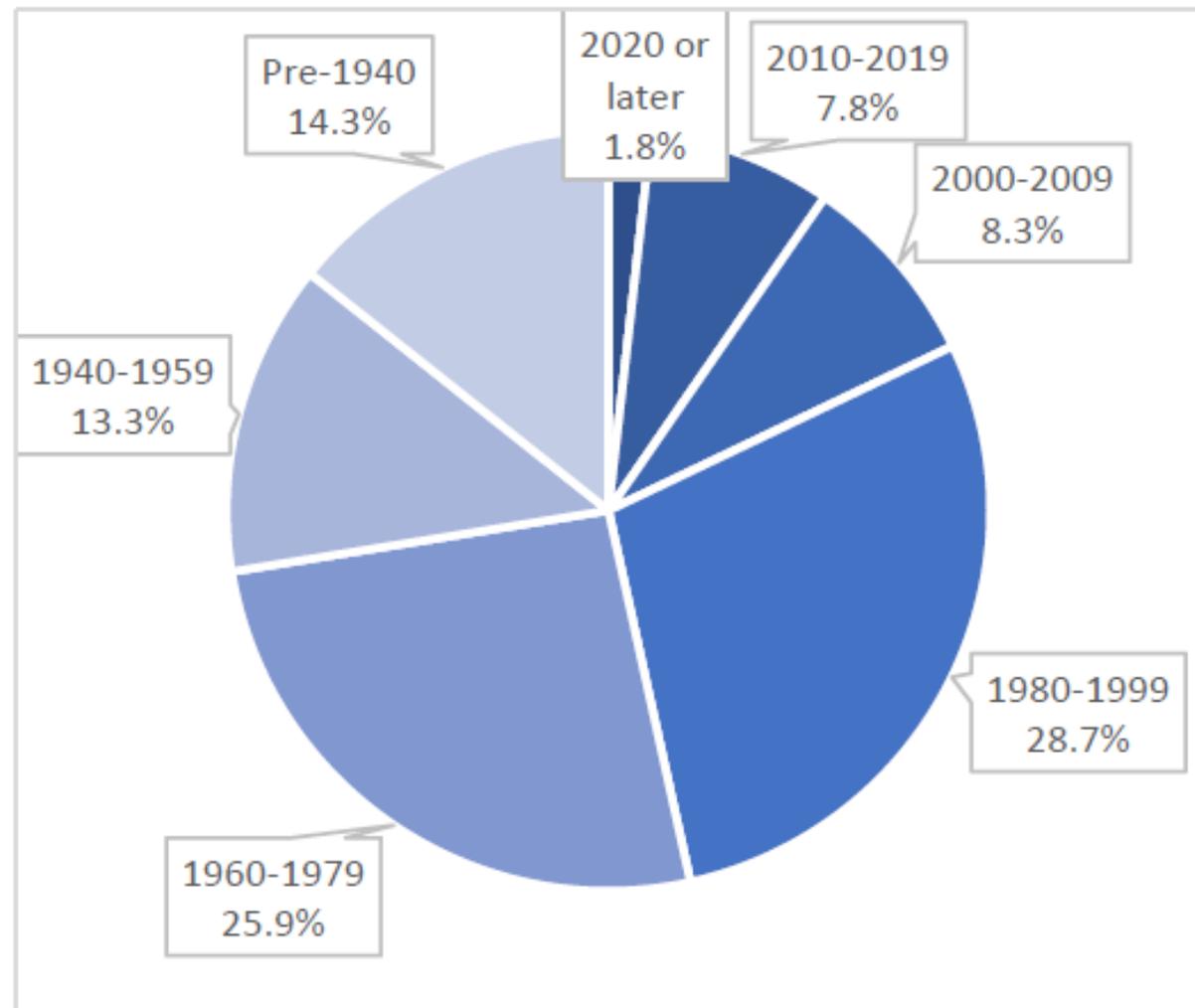
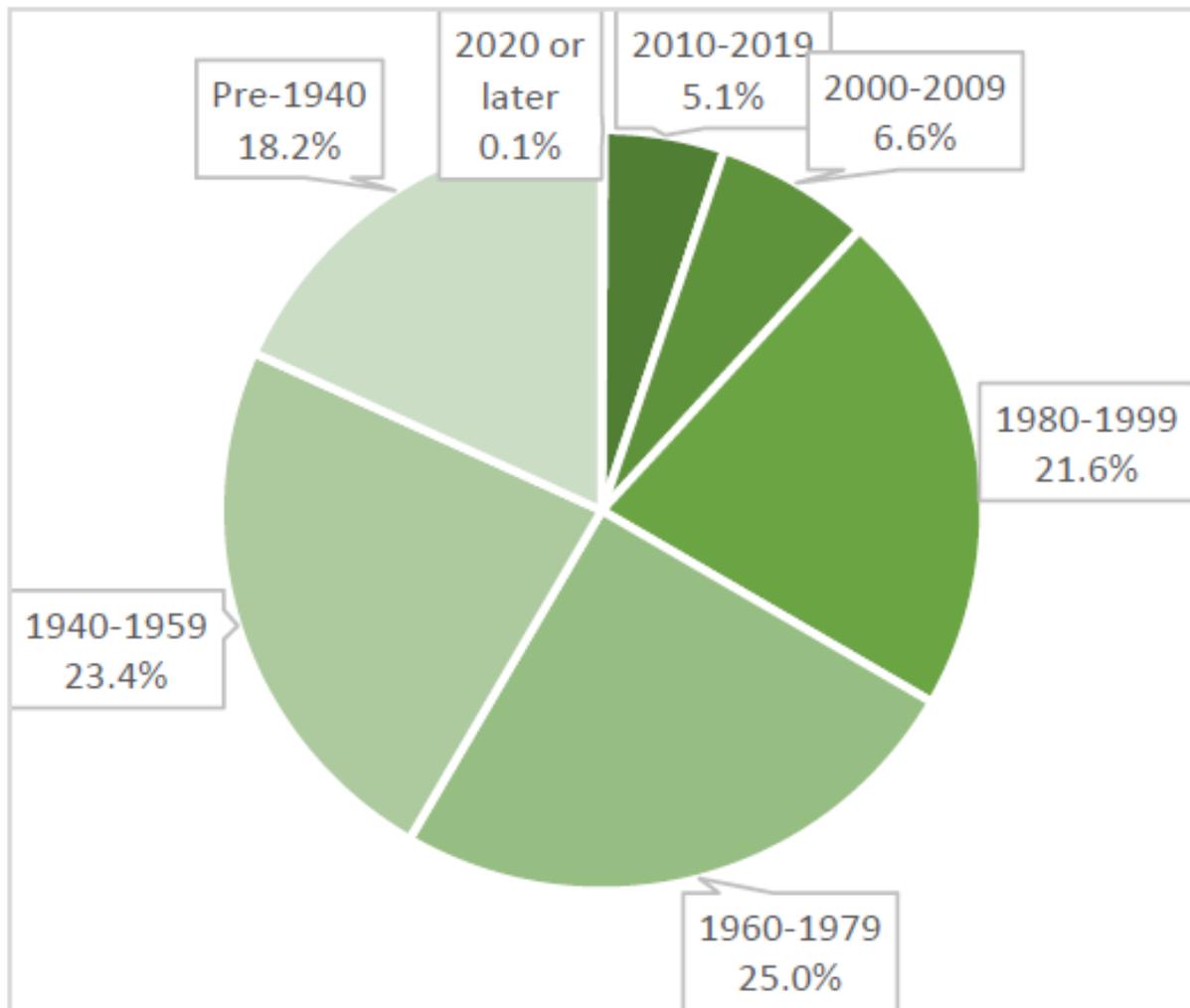
SOURCE: U.S. Census Bureau, Table DP05, Demographic and Housing Estimates (ACS 2020); Table H001, Housing Units (2000).

Ratio of Housing Units to Population in 2020



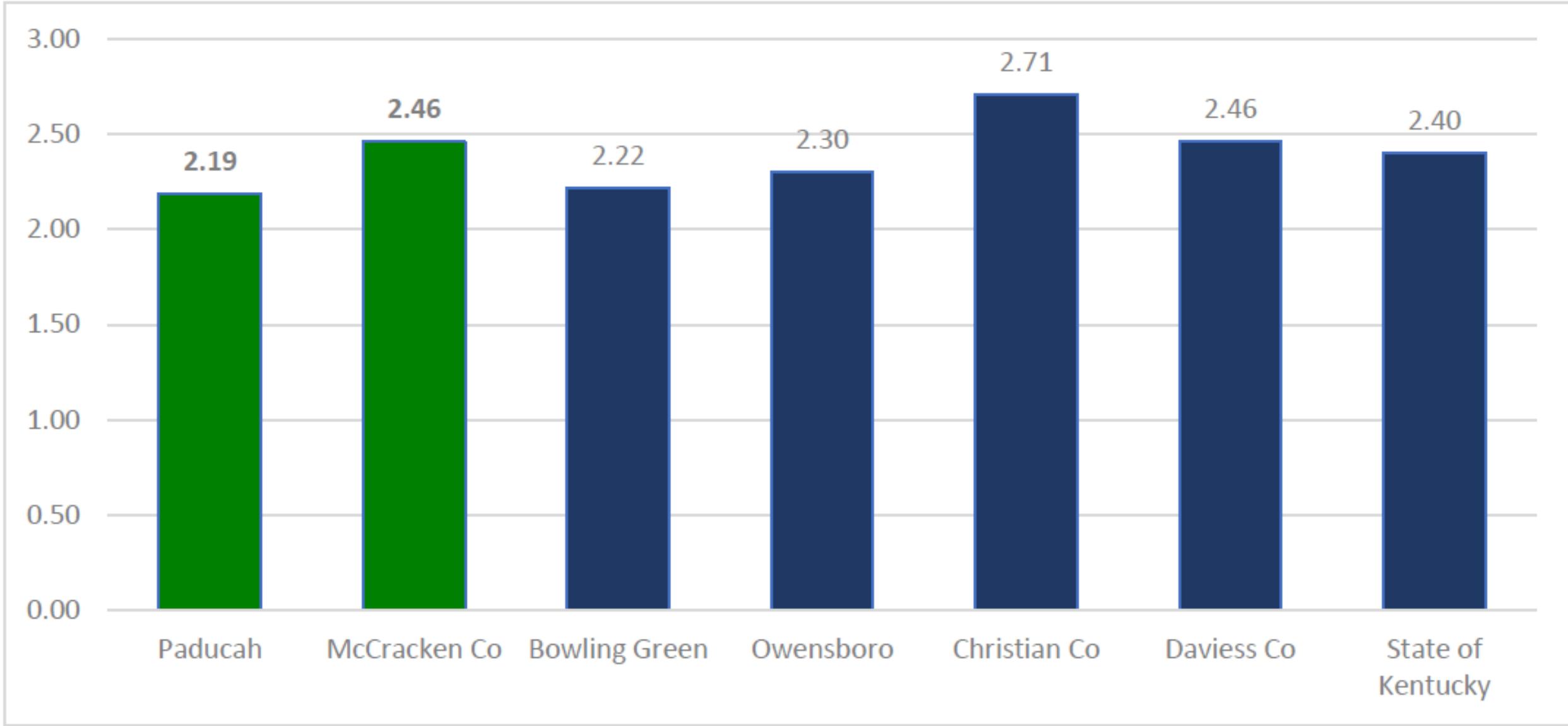
SOURCE: U.S. Census Bureau, Table DP05, Demographic and Housing Estimates (ACS 2020).

Age of Occupied Housing Units, Paducah and McCracken County (2021)



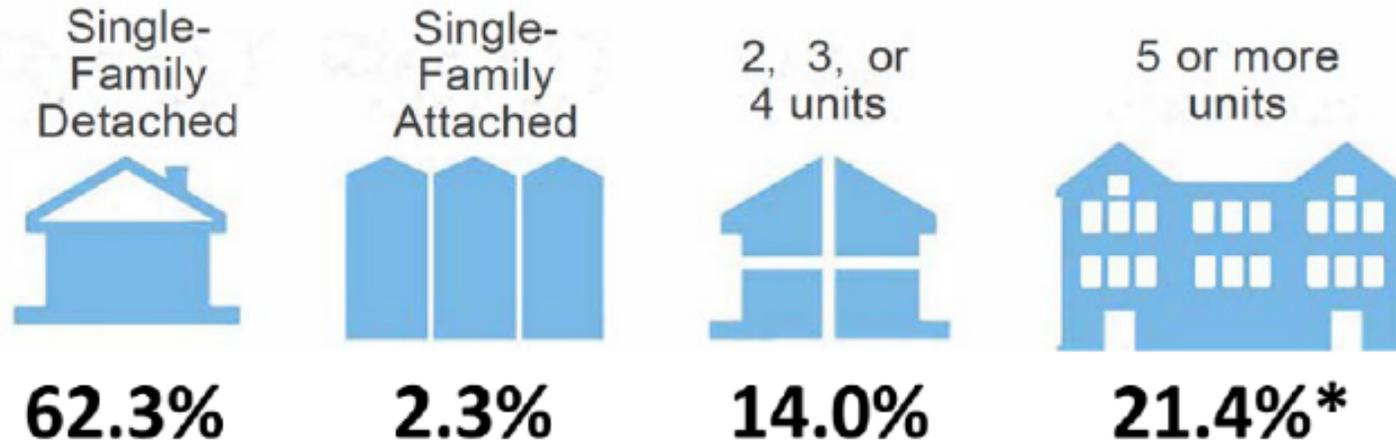
SOURCE: U.S. Census Bureau, Table S2504 (American Community Survey Physical Housing Characteristics for Occupied Housing Units, 2021).

Average Household Size (2021)

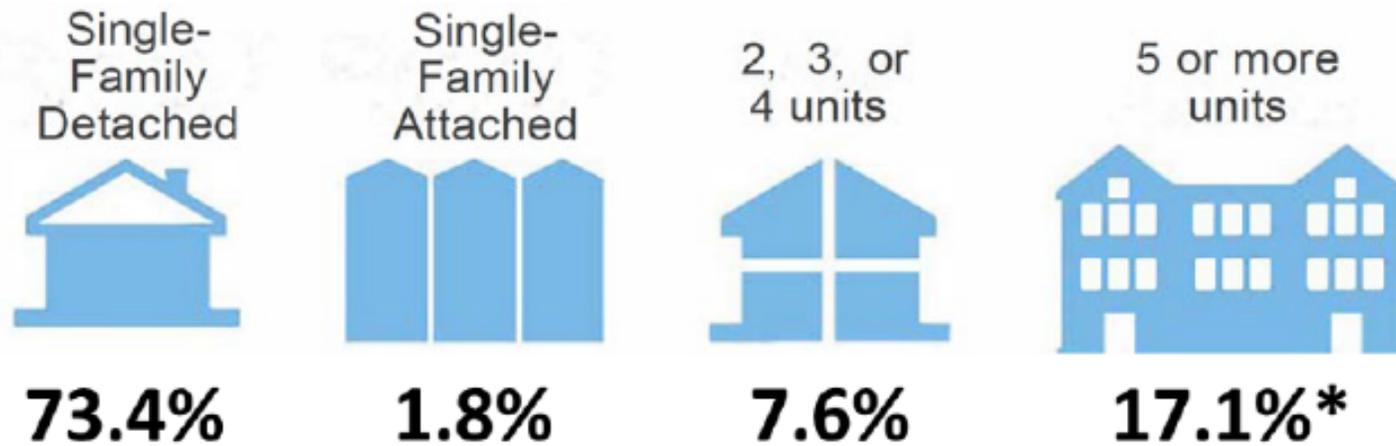


SOURCE: U.S. Census Bureau, Table S1101 (American Community Survey Household and Families, 2021).

City of Paducah Housing Mix in 2021

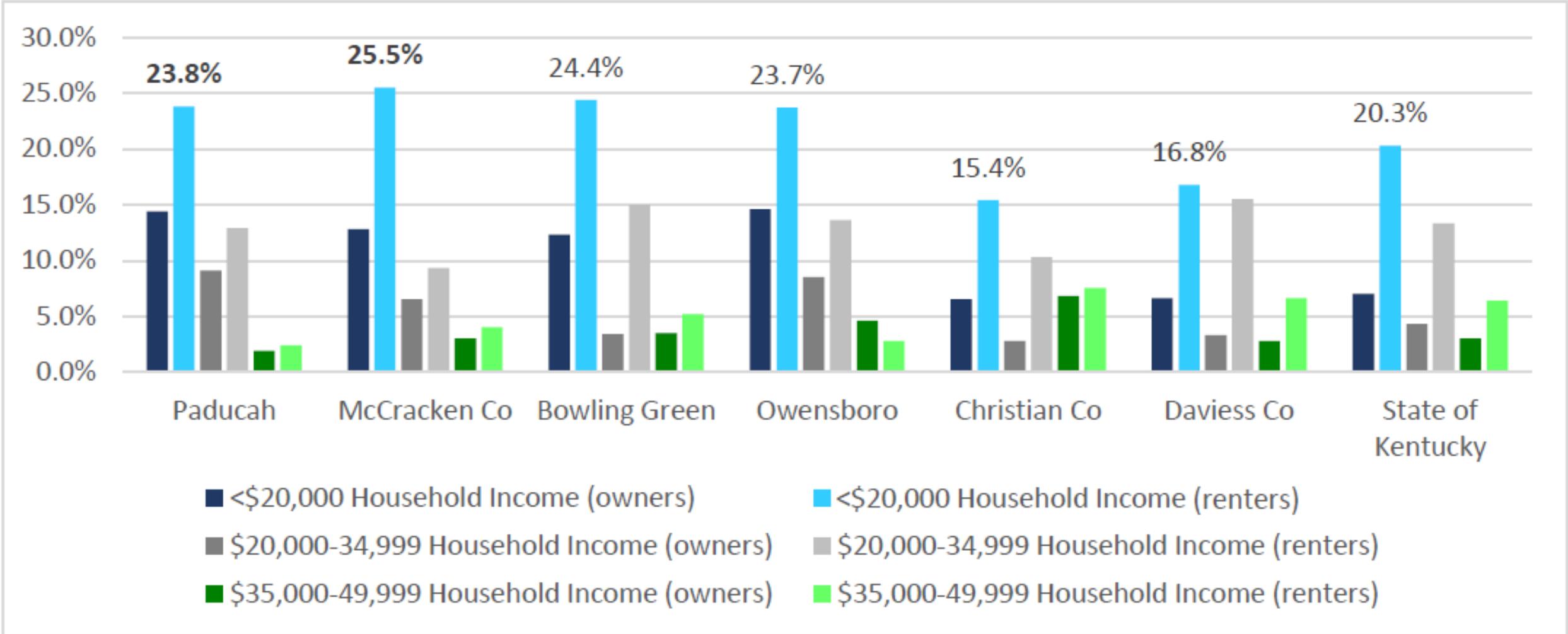


McCracken County Housing Mix in 2021



* Includes mobile home units and other miscellaneous housing types (2.7% of total for city, 7.7% of total for county).

Share of Home Owners and Renters Paying more than 30% of Income in Housing Costs (2021)



SOURCE: U.S. Census Bureau, Table S2503 (American Community Survey Financial Characteristics, 2021).

2 **ISO Rating**
Paducah Fire Department

5 **Years Crime Down**
Paducah Police Department

\$40 **Million+**
New Barkley Airport Terminal

PLANNING THEME 2:

[Safe community]

PLANNING THEME 3:

[Infrastructure condition, particularly for storm water management]

PLANNING THEME 4:

[Neighborhood and corridor revitalization]

PLANNING THEME 5:

[Taking greater economic advantage of area's location and transportation assets]

PLANNING THEME 6:

[Building on area's tourism success, including through sustained commitment to arts, crafts and culture]

65% **of US population**
within 1 day drive of area

204K **Square Miles**
Drain into McCracken Co.

34 **National Register**
Sites/districts in McCracken Co.



TRACKING IRMA

THROUGH NEXT THURSDAY

EURO MODEL ENSEMBLES

U.S. IMPACTS
UNCERTAIN

BERMUDA

LATE NEXT WEEK/
WEEKEND

THE
BAHAMAS

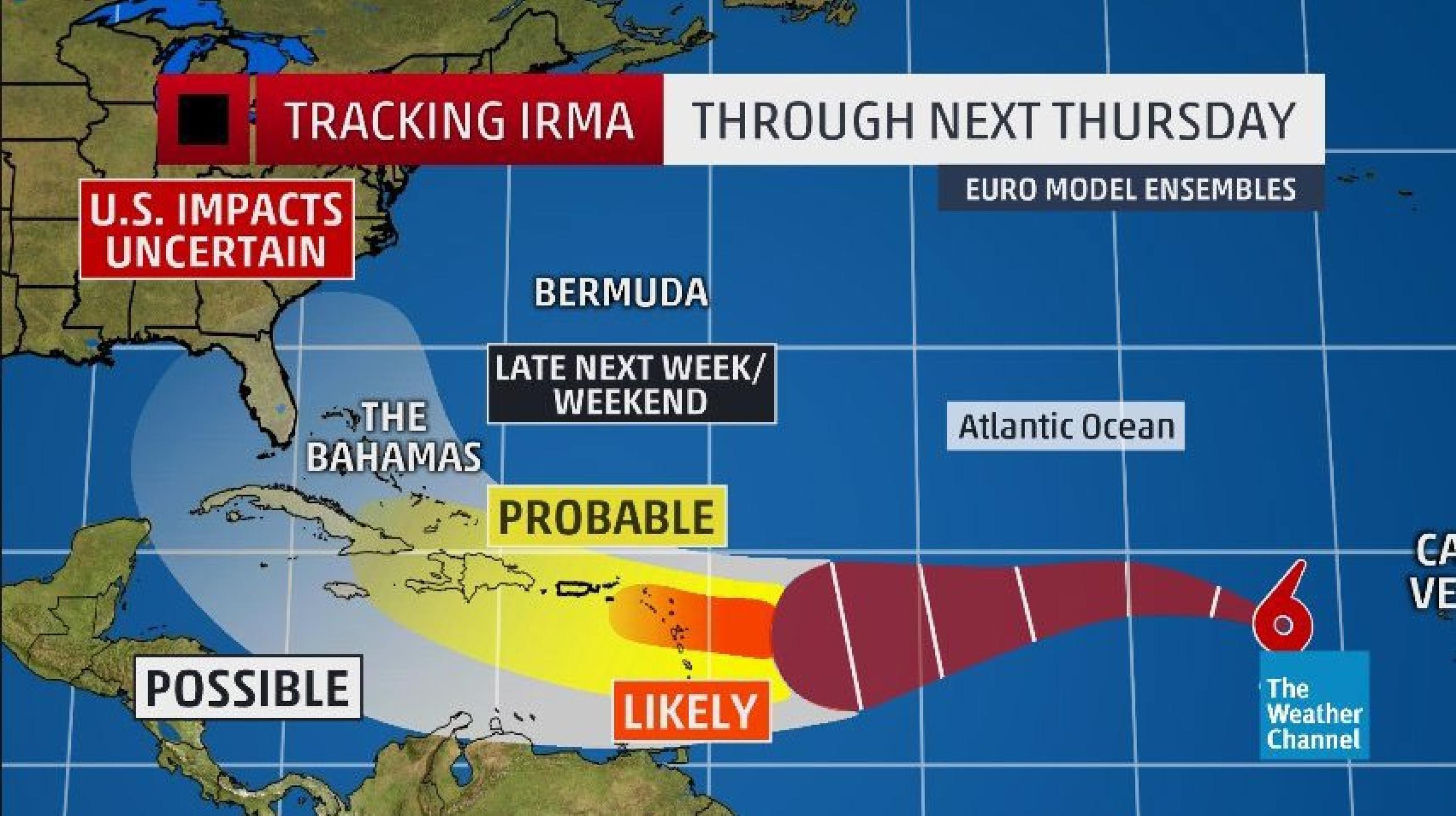
Atlantic Ocean

PROBABLE

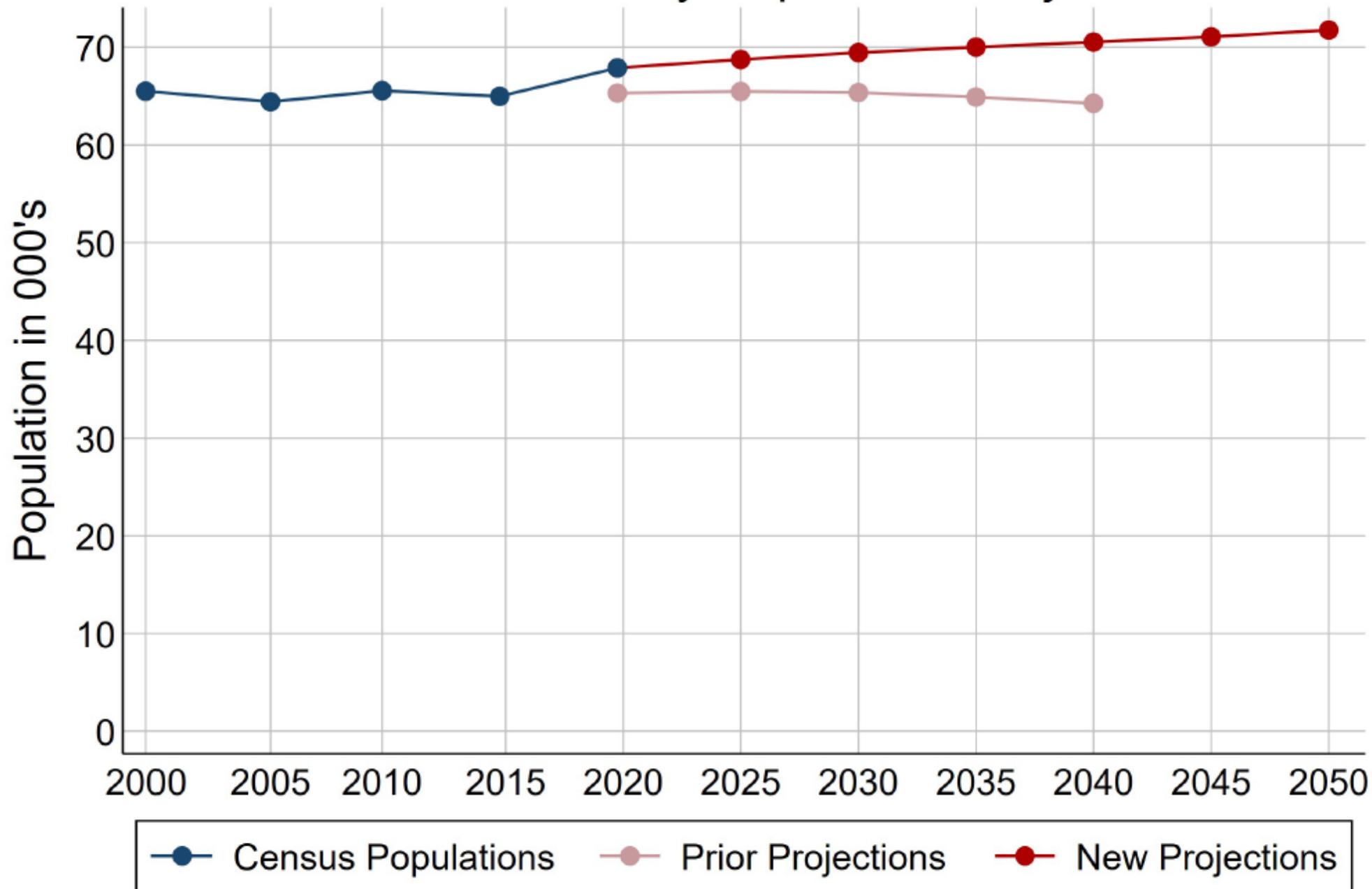
POSSIBLE

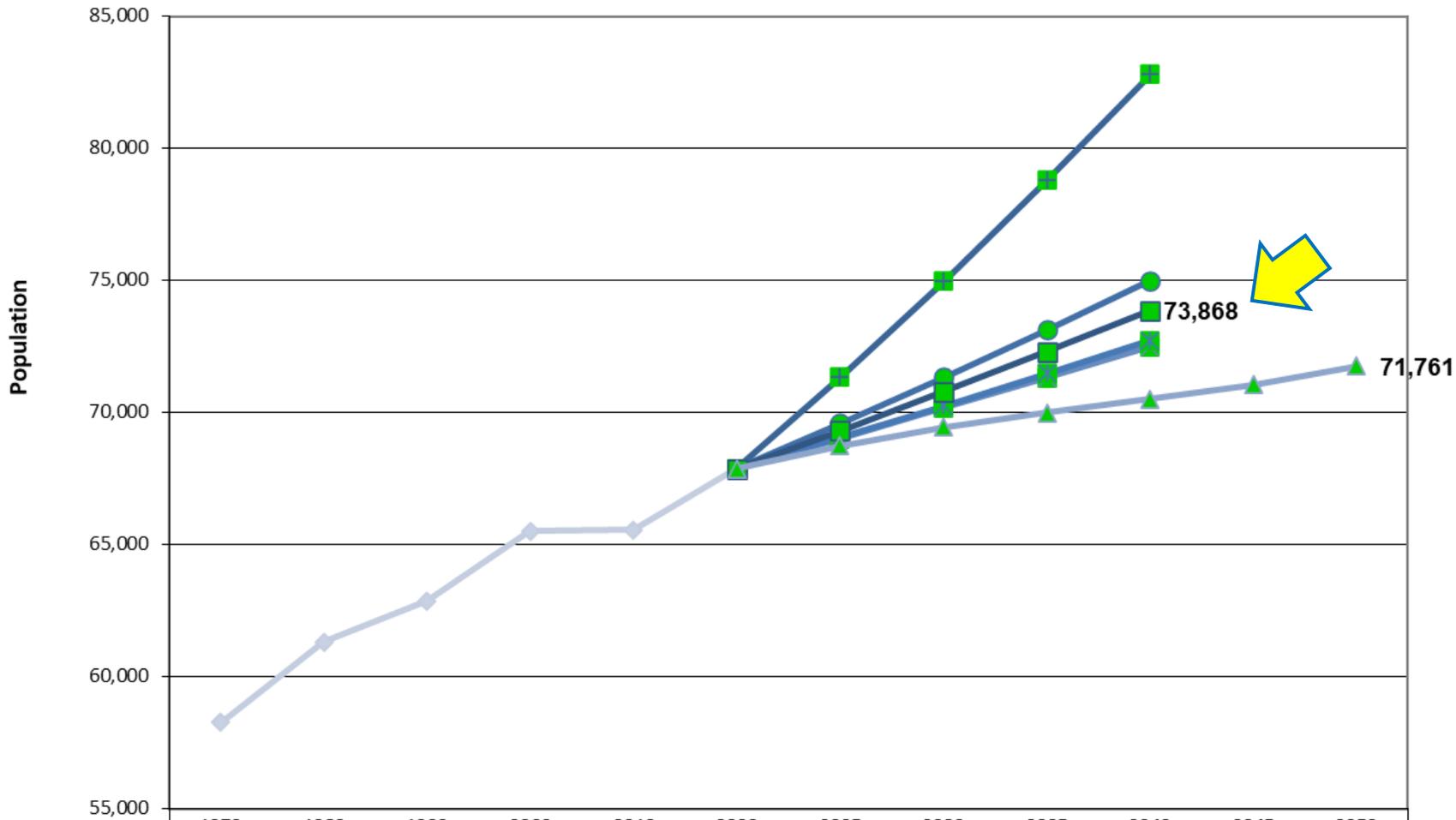
LIKELY

The
Weather
Channel



McCracken County Population Projections



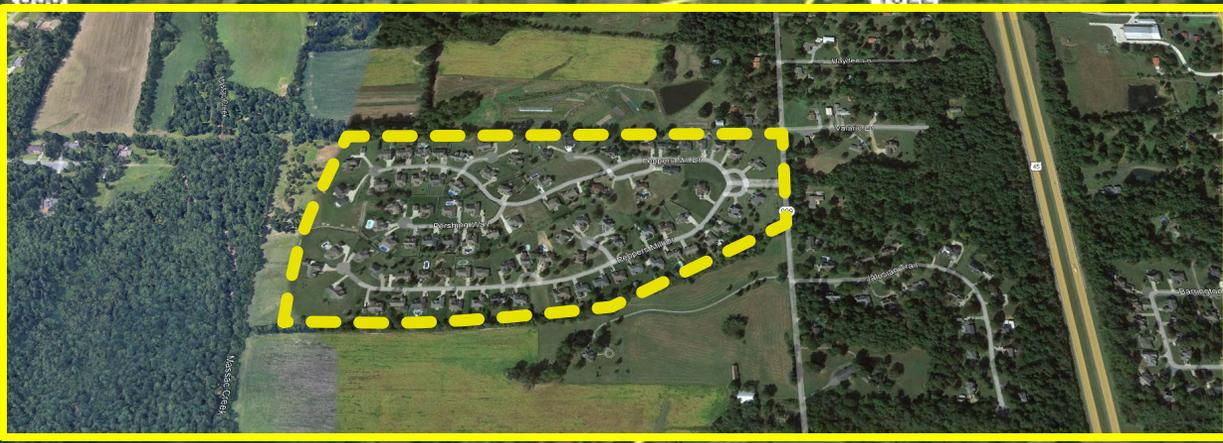


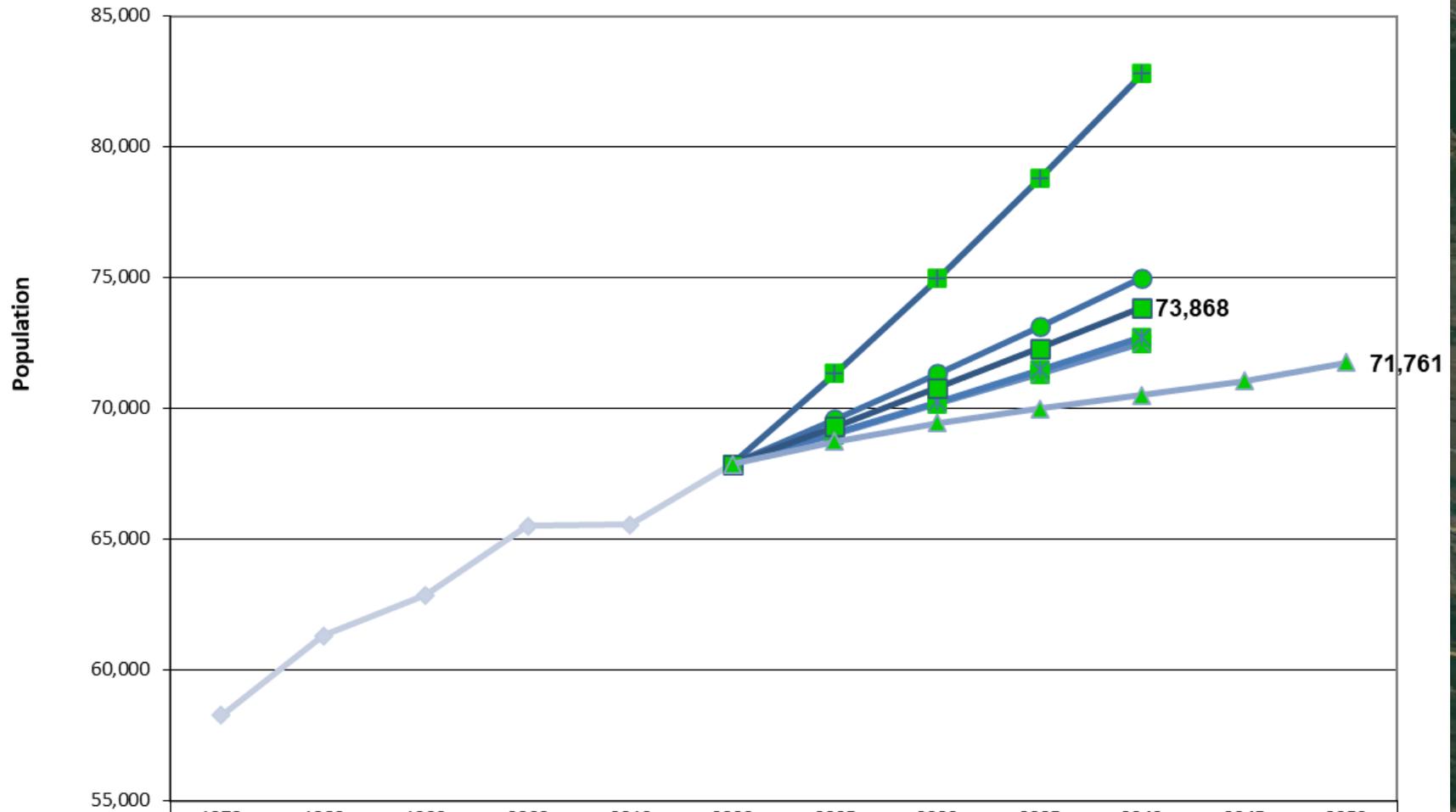
	1970	1980	1990	2000	2010	2020	2025	2030	2035	2040	2045	2050
Historical Data	58,281	61,310	62,879	65,514	65,565	67,875						
Steady Numeric Growth (2,310 per decade)						67,875	69,020	70,185	71,331	72,495		
Steady Growth Rate (0.3% per year)						67,875	69,060	70,266	71,493	72,742		
Assumed Annual Growth Rate (0.5%)						67,875	69,589	71,346	73,148	74,995		
Assumed Annual Growth Rate (1%)						67,875	71,337	74,976	78,801	82,820		
MIDPOINT						67,875	69,325	70,806	72,321	73,868		
KY State Data Center						67,875	68,742	69,450	70,013	70,529	71,063	71,761

Midpoint projection of **73,868** county residents by 2040

Midpoint Implications

- ▶ +5,993 residents from 2020 to 2040
- ▶ ~2,436 more housing units by 2040 (based on 2.46 per household in 2021)
- ▶ 85 single-family detached dwellings in **Pepper's Mill**
- ▶ 28-29 more such subdivisions, **OR...**





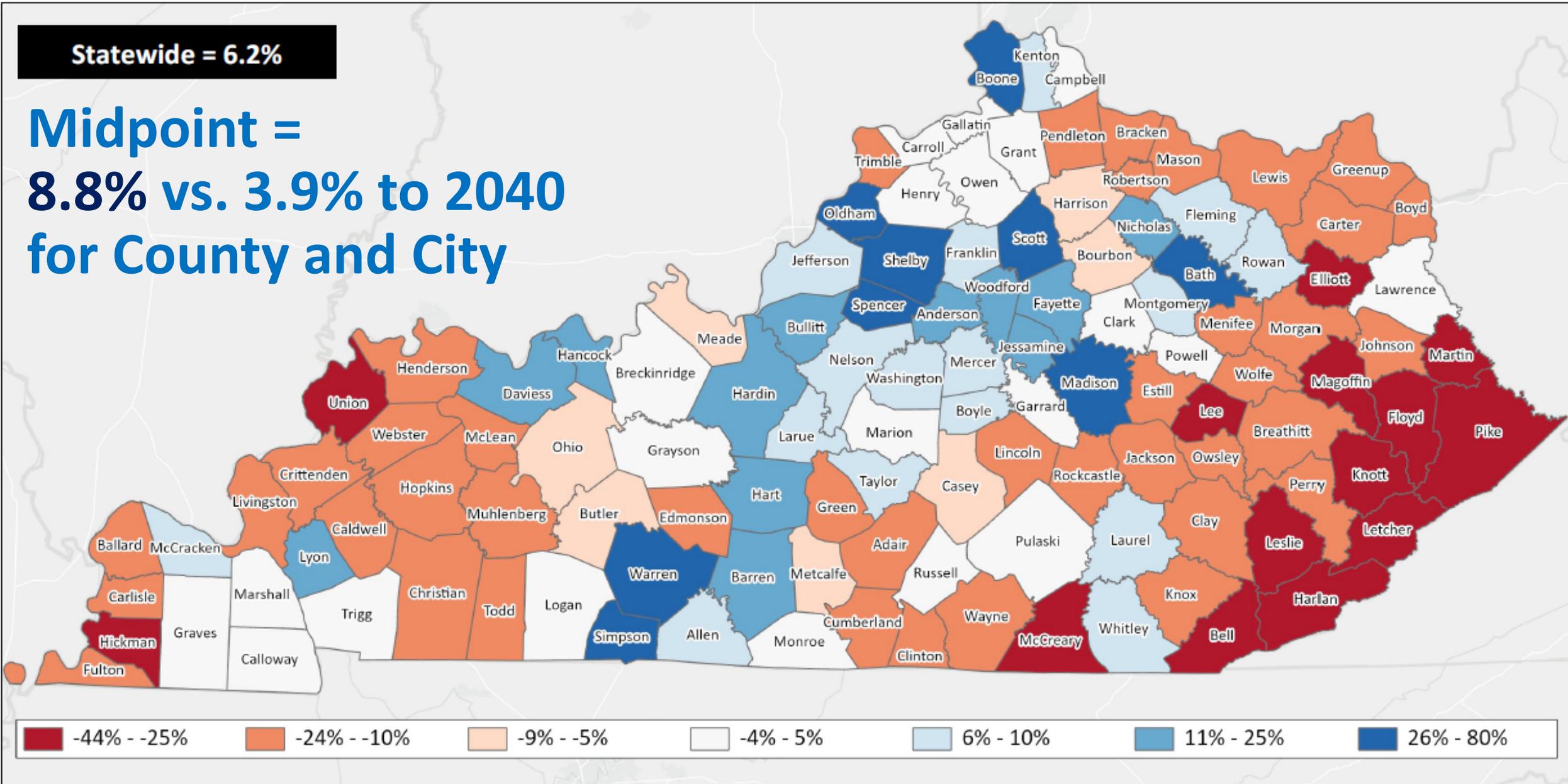
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28,198

City projection of **29,547** by 2040 if still **40%** of County total

Statewide = 6.2%

Midpoint =
8.8% vs. 3.9% to 2040
for County and City



Projected Population Change, 2020-2050

2023

EARLY ENGAGEMENT
Joint Workshop 1
Outreach activities + survey

Apr-Jun

2023

Paducah-McCracken Today
PHASE
Today findings (data, input)

Jul-Oct

2023-24

Plan Direction PHASE
*Joint Workshop 2**
Plan Direction presentation

Oct-Jan

2024

Paducah-McCracken Tomorrow
PHASE
Future portion of Plan
Advisory Group meetings 3-6

Jan-Apr

2024

Plan Implementation PHASE
Joint Workshop 3 (Action Agenda)
Pre-hearing outreach on draft Plan

May-Jul

*** Postponed from
late October**