

Implementation suggestions for specific areas of Versailles and Mortonsville are found in the appropriate chapters of this report. Listed below are countywide recommendations that are more global, outlining what should be done next to follow up on the Master Planning effort.

1. Adopt the Master Plan in Concept.

The Master Plan should be used as a supplement to or an amendment to the Comprehensive Plan. The Task Force and the Fiscal Courts should pass an Adoption-in-Concept resolution giving the Town and Country Master Plan official standing and adopt the Master Plan as an amendment. This will send an important message to property owners and residents that the Task Force, City Council members, and Fiscal Court all support the Plan and that the County intends to implement its principles. This resolution will give clear direction to County staff and the Planning and Zoning Commission that they are to instruct applicants to meet the goals of the Plan.

2. Re-examine the Comprehensive Plan.

There are no major conflicts, but the following points identify recommended changes for the next revision to the Comprehensive Plan:

- Reference the Master Plan and Urban Code where needed, identifying locations in the County where they apply.
- A new goal is needed encouraging smart growth practices that encourage mixing uses and requiring an integrated network of streets, variety in lot dimensions, and better pedestrian/bike amenities.
- Similarly, in the text regarding the goal entitled "Industrial Development," buffers between industrial areas and residential areas should be permeable so that people can

choose to walk or bike from home to work without having to travel around long barriers.

- In Chapter IV, Future Land Use Plan: Small Communities, pages 85-87, the text refers to one-acre lots within the small communities. Lots should be permitted to be less than one acre, provided adequate sewage treatment can be provided. The text seems to allow only one-acre lots and should be modified to allow smaller lots. The text should also reference the main design concepts from the Mortonsville Master Plan that apply to all the small communities.
- Decrease the size of the Small Communities Radius to a maximum of a half mile Radius. As explained in Chapter 5, the existing Radius is too large.
- The section on Small Communities, pages 85-87, the text should identify the strategy that future growth should start within the close proximity of the designated center and work outwards as opposed to occurring anywhere within the designated radius. This concept should override the suggestion that prime farmland should not be developed; however, this conflict will likely not occur in the real world. The historic centers of these small communities already have multiple ownerships and the prime farmland is likely to be farther away.

3. Consider Tightening the Urban Services Boundary.

The current 20-year Urban Service Boundaries (USBs) were established in 1997 with projections specified in the Comprehensive Plan. These boundaries will be reevaluated every five years as revisions to the Comprehensive Plan are

contemplated. The proposed Woodford County Urban Code allows for a higher density than what is typically built in the urbanized areas of Woodford County today. If the existing urban areas are built in this more compact way with the current rate of growth, the actual land consumption for the increasing population should be lower than projected in the Comprehensive Plan. Therefore it is likely that increasing the USBs will not be necessary, making the lifespan of the current USBs last much longer than 20 years.

4. Adopt the New Urban Code for Woodford County, the City of Versailles and the City of Midway.

The New Urban Code, which has been drafted and is being revised at the time of this report, will be the main implementation vehicle for the Master Plan. The County and its citizens should review and refine this code and make it official as soon as possible. If the code is not adopted quickly, the community may be faced with hard decisions and disappointment as applicants come forward wanting to use the existing zoning and development codes.

This code is different from the existing rules, in that:

- It is focused on prescribing the physical form that is intended, instead of just specifying those aspects that are not permitted;
- It is graphic by nature, showing photographs and drawings to illustrate the intent;
- It uses Regulating Plans to specify street and lot patterns; and
- It uses Building Placement Standards to specify the basic parameters that govern building location, form, and size.
- It introduces Architectural Standards that specify basic parameters that encourages more fitting building form.

Because the new code is more specific about what the built results will be, the approval process can be streamlined to accelerate the time required for the applicants with compliant proposals. If an applicant is requesting variances, of course, then the approval process should require more scrutiny.

5. Confirm physical and regulatory conditions.

This Master Plan was created with limited information regarding rights-of-way, property lines, existing building locations, easements, utility limitations, and covenants tied to individual properties. As site-specific applications come forward and municipal improvements are undertaken, modifications will be necessary as accurate surveys and site analyses are conducted. It is best to implement a County-wide GIS system immediately to assist in this process.

6. Promote the Master Plans for Versailles and Mortonsville.

Secure press coverage of the new plan as well as any new projects completed in these cities under the guidance of the Master Plan. Spread the message that the Master Plan specifies the desired pattern of development and how these improvements are beneficial to the community. Parade the images of the first successful project in the press, at public meetings, at service clubs, on television, in traveling exhibits, and on posters and postcards. Provide realtors with handouts highlighting what's coming soon in Woodford County. Promote the plan so that it will take on a life of its own and continue to work for the County long after changes occur in government staff and elected officials. Regarding Downtown, for example, how many folks still refer to the 1979 BGADD plan entitled "Versailles ... A Step In The Right Direction"? Some of the recommendations in that plan are good, but they were not implemented.

7. Continue to promote tourism as directed by the Comprehensive Plan.

Some additional ideas include:

- Get the Chambers of Commerce to update their brochures and distribute them at tourist centers around the State and elsewhere.
- More and more vacationers use the Internet to get information about their destinations. Every effort should be made to improve and update Woodford County's presence

on the World Wide Web.

- Get the Woodford County Historical Society to organize more walking tours and excursions for visitors (and current citizens). Teach folks about the rich history of Versailles, Midway, the smaller communities, the old distilleries, and the working farms in the County.
- Get the Woodford County Historical Society or one of the municipal departments to assist in obtaining funding for the historic downtown buildings in Versailles, Midway, and Mortonsville. Even though great strides have taken place in the last two decades, there is still much preservation work to be done. Several corner buildings that once had towers should have those towers restored. Façade reconstruction is needed for several buildings that have been covered over.

8. Continue working to insure a future for agriculture in Woodford County.

To insure the unique settings for the small and rural communities, the farms around those communities need to remain viable businesses, providing income for the owners, jobs for the local residents, and tax revenues for the County. The County should continue to assist the local agricultural associations with their programs for local farmers. This assistance is very important today, given that many say the future of farming looks bleak due to trends in the agricultural market. Although this outlook is largely blamed on outside forces like NAFTA and changes in the tobacco industry, the local government can help by:

- Starting a program to purchase land to lease back to new farmers and to help agricultural incubator programs. Alternatively, land purchased by the County can be resold to farmers with restrictive easements on the property to permanently eliminate non-farm related uses. This program could be funded by a bond referendum. Many of the participants during the planning workshops ranked preserving open space and farmlands as a high priority.
- Seeking federal and state grants to purchase lands or easements to keep productive farmlands in agricultural use.

- Creating and implementing a Purchase of Development Rights Program (PDR) so that farmers and landowners can sell development rights to the County on a volunteer basis at prices determined by the market. This program could also be funded by a bond referendum. It is recognized that the purchased rights could either be “taken off the books” (never resold) or sold to other landowners or developers (at no profit to the County) should the County ever undertake a Transfer of development rights program.
- Working with the United States Department of Agriculture, the Kentucky Department of Agriculture, and the Cabinet for Economic Development to explore marketing or labeling programs to increase the awareness of Woodford County agricultural products, adding value through name recognition.
- Encouraging the local agricultural and equestrian associations to have annual or semiannual Farm Tours to promote the needs and efforts by the agricultural and equestrian community to folks who are not accustomed to getting their boots dirty.

9. Continue the public-private dialogue.

Identify and address any remaining concerns the development community may have. Doing this will keep the regulators aware of current development trends and practices. It is also worthwhile to seek out relevant information from organizations such as the National Association of Home Builders on trends and economics of traditional neighborhoods. Take tours; sponsoring visits to peer communities and recent developments in the region can show local developers and elected officials both good and bad examples of growth, helping them make better decisions for the communities in Woodford County.

10. Offer financial incentives to follow the Plan.

Encourage private investment with public incentives: create low interest loan pools, waive fees, subsidize loans, offer city-owned or county-owned land, couple public improvements within the rights-of-way with private projects, provide free and pre-approved designs. Above all, cut red tape for developments which follow the plan. On the other hand, do not grant incentives such as these to developers that do not follow the plan.

Coordinate public capital improvements with adjoining private property owners. For example, expand the Renaissance City scope boundary to include Lexington Street so that as street improvements occur, the property owners on the street are encouraged to fix up existing buildings or build anew.

11. Adopt the use of “planning districts” for areas within the urban service boundaries.

Adopt planning districts for which the County can offer a fast-track approval process if applicants follow the Master Plan and Urban Code. The following requirements shall be provided:

- a public process
- an appropriate name for the district
- a complete master plan indicating:
 - the district boundary
 - street locations and widths
 - expected lot configurations
 - intended building footprints
 - parking locations for non-residential buildings (actual parking spaces need not be delineated).
- a regulating plan similar to those included in the proposed Woodford County Urban Code. The intent is for the Urban Code to apply to these planning districts.

A planning district may be created by a public process similar to the planning effort for Versailles and Mortonsville used to create this book, or a planning district can be proposed by a developer. The purposes of allowing planning districts is to

encourage coordinated development that is in keeping with the concepts explained in the Master Plan and Code.

To provide an incentive for developers to build what the community wants, design each district plan in a public process first, offering the developer free design services. To save them more money and further reduce the risk, create a specific “fast-track” approval process when they follow the master plan. The developers' savings can be spent on enhancing their project, providing more of a benefit to the whole community.

12. Building new streets and roads according to the Bluegrass Corridor Management Planning Handbook and the Master Plan.

The Bluegrass Corridor Management Planning Handbook is a Transportation Framework designed specifically for the region, build according to the Handbook.

13. Create a Woodford County Capital Improvements Plan and prioritize its projects.

A schedule of capital improvements will identify all projects and improvements that are linked to development. These include, but are not limited to, purchase of rights-of-way, under grounding of overhead utility lines, sewer extensions, water line extensions, road improvements, sidewalk construction, landscape enhancements, etc. Each project should include an estimated funding source (either public or private), a time schedule, and the person or entity responsible for implementation.

Part of a Bigger Picture Stay the Course

Our team has worked in a variety of North American cities and towns during the past decade; the Woodford Bluegrass is clearly exceptional. We realized that you have allowed us to participate in a historic process in your community.

The *Design for Tomorrow* Master Planning efforts and the accompanying Code used specific places as models. We realize the Master Plan is of regional relevance. The Master Plan is about how Woodford County can continue to grow in the Bluegrass Tradition of *Town and Country*-- on different scales, with Cities, such as Versailles and Midway, Small Communities such as Mortonsville, Nonesuch and Millville among others, and Rural Villages. The plan addresses how to grow in a responsible way that reduces undue growth pressure on the surrounding countryside and restores energy to the historic centers. The strategies presented in the individual chapters and this implementation section identifies specific regulatory changes as well as necessary future actions through public/private cooperation.

The Task Force and Citizen Leaders made it clear this was to be a model for sustainability. Now your efforts will be put to the hard test of implementation. Woodford Countians are surely up to continuing to the task. The extra persistence to realize the plan faithfully will pay off by revitalizing the historic centers and creating new places that are true neighborhoods in the Bluegrass tradition of community.

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