CALVERT CITY
2014 COMPREHENSIVE LAND USE PLAN UPDATE

Created by the residents of Calvert City, Kentucky with assistance from the Kentucky League of Cities.
City of Calvert City
Comprehensive Plan Update
2014

Prepared for the
City of Calvert City Planning Commission

by the
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Abstract

The 2007 Comprehensive Plan for the City of Calvert City is the foundational piece by which land use policy decisions have been based. By KRS Statute 100, the City of Calvert City directed that a five-year update be conducted to find out what changes should be made in the document and to assess the effectiveness of the policy and action item statements of the Plan.

The citizens of Calvert City have engaged in dialogue through public meetings, one-on-one interviews, and local high school students were queried as to their ideas for the future of Calvert City.

Included in this update is the future land use plan map.

The 2014 Comprehensive Plan Update for Calvert City provides updated information to the existing conditions and needs of the community. As part of the update, the Calvert City Strategic Plan proposes recommendations and strategies for improvements and initiatives to meet those needs.
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I. Introduction

The City of Calvert City undertook the following update to the 2007 Comprehensive Plan in the summer of 2013. Several initial steps were taken in order to obtain input from local residents as to the future of the community. In addition to numerous personal interviews and site visits, a public meeting was held on September 16, 2013 with approximately 30 persons attending.

To obtain input from local youth, a one-hour facilitated discussion was held at Marshall County High School with students that live in Calvert City. During this conversation, ideas were generated that have been included within the following narrative.

A second public meeting was held March 20, 2014 with 39 persons attending. The third and final public meeting was held May 8, 2014 with 36 persons attending. Results of these meetings are included within the appendices.

During the public meetings, residents were encouraged to talk about their current concerns of the community. They were also invited to visualize what they would like to see in terms of future development and to indicate where they believe new development should occur.

Armed with this information, KLC community consultants developed the following Comprehensive Plan update. The information herein contains updated demographic data, a detailed analysis of the population characteristics of the community and current economic conditions. Renewed information is also provided on existing community services offered by local government as well as an updated zoning map.

In addition to updating the existing data to a more current status, a detailed strategic plan is provided herein to assist the City of Calvert City in its efforts to be competitive in the 21st century.
II. History of Calvert City - A Look Back in Time

Calvert City is located in Marshall County in the Jackson Purchase Area of Kentucky. As early as 1820 there were several ferries in operation along the Tennessee River, carrying people to this new land as it was laid off in parcels. The city was named for Potilla Calvert who selected a site in 1853 to build his home, about 1 ½ miles from the river. At the time of his purchase, he agreed to donate land to the Paducah and Elizabethtown Railroad, if it would stop near his home. The company agreed and named the station Calvert City.

The city was incorporated in March 1871. Shortly after its incorporation as a city, it was estimated that Calvert City had a population of approximately 200 citizens. The first mayor was John Taylor, a blacksmith and the town marshal was Pete Summers. By 1894, there were several businesses making Calvert City a commercial center for the farm families living in the northern part of Marshall County. These included two general stores, a drug store, a blacksmith shop, mechanic shop, railroad depot, hotel, mill, two churches and two doctor’s offices.

Education was deemed important early on as three local men took a public subscription in 1868 and built the first log school building. In 1900 a two-story frame building was built near the railroad. In 1918, the principal of the existing school challenged the community to expand to include classroom instruction at the high school level. She proposed that 50 percent of the cost be raised by the community and the remainder be paid for by the Board of Education. The residents responded quickly and the existing building was remodeled and enlarged into a six-room structure. The class of 1922 was the first year of high school graduates.

An interesting moment of history occurred in 1979 when the nation was watching with great concern how the Iranian Hostage Crisis would evolve. Fourth grade students of the Calvert City Elementary school wrote letters to President Jimmy Carter and the local mayor, asking that the national and community Christmas trees not be lit until the crisis in Iran was resolved. Senator Wendell Ford read the students’ letters to Congress, and as a result, the event was recorded in the December 13, 1979 issue of the Congressional Record.
A community telephone service was established in the early 1900s. However, electric power did not reach the community until the early 1930s.

The historic flood of 1937 changed the lives of many Kentuckians, but its aftermath had an immense impact on Calvert City residents with the development of the Kentucky Dam. There were over 5,000 men employed by the Tennessee Valley Authority (TVA) at the time of the construction, providing a real boost to the local economy. The flip side was the displacement of many families that were forced to move from their homes.

This new facility controlled flooding of the city and the region, and offered cheap hydroelectricity to the region. The Kentucky Dam was completed in October 1945. With Calvert City being located along the Tennessee River, it didn’t take long for industrial developments to occur. A manufacturing and chemical complex arose on the Tennessee River, just below the dam. Commonly referred to by locals as “the Calvert plants,” these industries provide hundreds of jobs for area workers.

Early industries included the Pennsylvania Salt Manufacturing Company, established in 1948 and later became the Pennsalt Corporation. It was later renamed the Pennwalt Corporation. This company was soon followed by Pittsburgh Metallurgical Co., Inc., later known as Airco Alloys. The National Carbide Company soon followed as did BF Goodrich, opening a polyvinyl chloride plant within the same time frame. Other chemical manufacturing facilities such as American Analine, Air Products and Chemicals, and GAF Corporation followed in the decade of the 1950s.

Calvert City grew up along the railroad from its earliest days. With the new developments wrought by the dam construction, this area became known as “Old Calvert,” and new neighborhoods begin to emerge. This new neighborhood was known as Adamstown. In time, other neighborhoods developed as the chemical plants opened and offered good wages for local workers.
Since its earliest settlement, most residents had made their living from farming or some type of agriculture. Once the Kentucky Dam was built, within a 20-year period, the community’s top two economic engines became industry and tourism, with agriculture a distant third.

In 2013 the leaders of Calvert City still tout its strategic location with industrial river access, mainline rail and interstate highway interchanges, as the premiere location option for industry. They suggest that all modes of transportation that link Marshall County with the world, must pass through Calvert City.

Information gathered from these sources:


“The Chemical Century Comes to Calvert City,” a booklet provided to Ralph Howard Mr. Edd O’Dell.

www.calvertcity.com
III. Goals and Objectives

Adopted by Calvert City Planning Commission: May 20, 2014

Adopted by Calvert City Council: __________________

Ordinance Number: _________________

The Importance of Goals

The Calvert City Comprehensive Plan is designed to provide policy direction for the City of Calvert City on issues of growth, development and preservation based on the values of the community. The goals of this plan describe the vision that the citizens created during the listening and design session. Each of these goals is interrelated to each other and is designed to be implemented simultaneously.
1. **ECONOMIC DEVELOPMENT**

**GOAL:** Foster a strong and diverse economy which provides a full range of employment and economic choices for individuals and families in all parts of the city.

1.1 **Urban Development and Revitalization**

Encourage investment in the development, redevelopment, rehabilitation and adaptive reuse of urban land and buildings for employment and housing opportunities.

**Objectives:**

A. Encourage sufficient inventories of commercially and industrially zoned, buildable land supplied with adequate levels of public and transportation services.

B. Retain industrial zones and maximize use of infrastructure and intermodal transportation linkages within these areas.

C. Provide for a diversity of housing to meet the varied needs of Calvert City citizens.

D. Define and develop Calvert City’s cultural, recreational, educational and environmental assets as important marketing and image-building tools of the city’s business districts and neighborhoods.

E. Recognize and support environmental conservation and enhancement activities for their contribution to the local economy and quality of life for residents, workers and wildlife in the city.

1.2 **Business Development**

Sustain and support business development activities to retain, expand and recruit businesses in commercial and industrial areas.

**Objectives:**

A. Develop incentives for businesses to locate in the community.

B. Encourage the attraction and retention of locally-owned businesses.

C. Work diligently to retain existing businesses and help them expand.
D. Work to create and promote a variety of tourism initiatives, and to develop mutually supporting businesses as well.

E. Advocate with the other cities within Marshall County and the county government itself to consider economic concerns in their land use and transportation planning activities.

F. Encourage citizen involvement in the policy development and decision making process on publicly funded economic development projects and activities.

G. Encourage the development of small business enterprises to maintain a diverse economy with appeal to households of all income levels.

H. Strive to use local businesses first whenever possible in city government operations.

1.3 Infrastructure Development

Promote public and private investments in public infrastructure to foster economic development.

Objectives:

A. Conduct a system-wide review of the city water and sewer services periodically to encourage efficient functioning and planning for future needs.

B. Work with the Kentucky Transportation Cabinet to encourage that highway planning reflects the needs of the community. Advocate for all highway and road improvements vital to the community.

C. Encourage that community service providers (such as parks, library, and housing authority) consider the economic development policies of this Comprehensive Plan in capital budgeting.

D. Facilitate the development of attractions that will generate new investment, spending and tourism.

E. Promote and encourage public and private partnerships to link public infrastructure development to other development plans.

F. Encourage public investment as a catalyst to foster private development.

G. Encourage access to Wi-Fi within public areas such as parks, government buildings, and city parks.
1.4 Tourism-Related Development

Expand and enhance tourism-related infrastructure.

Objectives:

A. Develop an overall strategy to get the most out of economic impact from tourist visits into the city.

B. Consider providing information about Calvert City and regional amenities at city hall in order to promote tourism.

C. Develop a way-finding system – a series of signs that are used to direct visitors around the city.

D. Continually update the visitor’s map and the city’s website to provide tourism opportunities and schedules of events.
2. QUALITY OF LIFE

GOAL: Preserve, enhance and promote small town character and appearance.

2.1 City Growth
Land use should reflect emerging development patterns of the city and be compatible with existing physical conditions.

Objectives:
A. Manage growth in the city to encourage that development occurs at an appropriate scale, style, and pace, and in locations that are suitable for the type of development being proposed.
B. Encourage new development which is reasonably compatible with adjacent land uses.
C. Encourage nontraditional styles of development, such as multi-use development and conservation subdivisions, in order to foster efficient use of land, respect the physical environment, and transportation facilities.
D. Encourage local business growth in the neighborhood business district and general business district in order to accommodate and serve the residents of the city.
E. Support the adaptive reuse and redevelopment of existing vacant buildings along Fifth Avenue.
F. Promote and plan for Complete Street concepts to include pedestrian traffic, off-road vehicle access, walkability and reasonable connections throughout the city. Devise structure to include safety and enforcement guidelines for ongoing development and increased use.

2.2 Community Spirit
Promote and create community gatherings, social interaction and areas that bring people together.
Objectives:

A. Build upon the success of existing festivals, sport tournaments, and celebrations that are held in Calvert City including Ameribration, Halloween, Christmas, and the Walk-in-Time Antique Tractor, Gas Engine and Modern Equipment Show.
B. Promote relations and co-sponsor special events with Kentucky Dam Village.
C. Continue participation and support of countywide fairs and festivals including the Marshall County Fair, and special events at Kenlake State Resort Park. In addition, promote regional events in cooperation with the other cities in Marshall County.
D. Consider the development of park-related festivals and celebrations.

2.3 Community Appearance
Create more appealing city gateways and corridors as well as improve the overall appearance of the city.

Objectives:

A. Critical areas of the town including gateways such as the interstate interchanges/exits, as well as highway entrances along Highways 62, 282, 1523, and 95.
B. Create gateways at principal entry points into the city and develop a design theme that is used throughout the community to create a sense of unity, identity, and cohesion for both residents and visitors.
C. Encourage public/private participation and cooperation in beautification efforts. Explore assistance that may be available from private/volunteer groups to contribute to urban design-related projects and to help maintain enhanced public areas (e.g., street medians, small landscaped areas, trails, sidewalks, and pedestrian areas).
D. Increase enforcement of municipal codes and regulations pertaining to property.
E. Maintenance, upkeep and appearance (e.g., mowing high grass and weeds, removal of clutter and inoperative vehicles, and other visual elements of the city).
F. Encourage the creation and dedication of greenspace in new developments to protect and regulate designated development zones; and to encourage investment in the aesthetics in these zones.
2.4 Historic Preservation

Historic resources will be preserved, maintained, and reused to recognize and reinforce the historic character of Calvert City, in a manner consistent with the continued development of the city.

Objectives:

A. Develop regional strategies to protect historic resources and cultural heritage.
B. Promote reuse and rehabilitation of historic structures.
C. Build public awareness and secure public support for historic resource preservation efforts.
D. Develop incentives to encourage private involvement and investment in preserving and maintaining historic resources.
3. LAND USE PLANNING

GOAL: Encourage the most desirable and efficient use of land while enhancing the physical and economic environment of Calvert City.

3.1 Conformity with Land Use Map

Objectives:
A. New or amended uses of land shall be consistent with the Calvert City’s Official Zoning Map. The map intends to: a) coordinate land use with the natural environment, including soils, topography, and other resources; b) appropriately mix and distribute residential, commercial, industrial, recreation, public land uses; and c) encourage an efficient pattern of development and growth.

3.2 Land Use Principles

Objectives:
A. Establish standards related to the development of nonresidential uses in order to encourage a positive visual perception of Calvert City along major thoroughfares.
B. Create balanced land use patterns that reduce the need for commuting time between residential land uses and places of employment, shopping, and other public spaces.
C. Encourage new residential development to incorporate pedestrian access through the new development and to adjacent areas, wherever applicable.
D. Insure that proper measures are taken to reduce runoff and retain natural vegetation at construction sites.
E. Encourage large scale land uses involving considerable land modification submit detailed erosion control plans.
F. Discourage land uses that are incompatible with adjacent land uses.
G. Foster flexibility in the division of land and the placement of buildings, and other improvements to reduce the impact of new developments on environmentally sensitive areas.
H. Encourage regulatory policies within the city’s zoning ordinance and related map, consistent with current community needs and desires.
4. **HOUSING**

**GOAL:** Enhance Calvert City’s economic vitality and quality of life by providing housing of different types, tenures, density, sizes, costs, and locations that accommodate the needs, preferences, and financial capabilities of current and future households.

4.1 **Housing Availability**

Encourage the development of housing to meet the needs, preferences, and financial capabilities of Calvert City’s households now and in the future.

**Objectives:**

A. Designate sufficient buildable land for residential development to encourage Calvert City’s preferred population growth patterns.

B. Consider the cumulative impact of regulations on the ability of housing developers to meet current and future housing demands.

C. Encourage the efficient use of existing housing.

D. Encourage the efficient use of infrastructure by focusing on well-designed new and redeveloped housing on vacant, or underdeveloped land.

E. Encourage housing design that supports the conservation, enhancement, and continued vitality of areas of the city with special scenic, architectural or cultural value.

F. Develop the land use plan to allow for varied types of residential development.

4.2 **Housing Safety**

Encourage a safe and healthy built environment and assist in the preservation of sound existing housing and the improvement of neighborhoods.

**Objectives:**

A. For the safety of all citizens of Calvert City, encourage the demolition of abandoned and/or dilapidated housing or return it to useful and safe occupancy.

B. Encourage the safety of the general public by requiring owners to repair or demolish substandard housing.
4.3 Housing Quality
Encourage the development of housing that exceeds minimum construction standards.

Objectives:
A. Encourage housing that provides air quality, access to sunlight, and is well protected from noise and weather.
B. Encourage owners, managers, and residents of rental property to improve the safety, durability, and livability of rental housing.
C. Protect housing from excessive off-site impacts including pollution, noise, vibration, odors, and glare.
D. Limit conflicts between existing business areas and housing caused by traffic and parking, noise, and signage.
E. Encourage ways to incentivize property owners to improve the energy efficiencies of their properties.

4.4 Housing Diversity
Promote creation of a range of housing types, prices, and rents to: a) create cultural and economic diversity within the city; and b) allow those whose housing needs change to find housing that meets their needs within the city.

Objectives:
A. Keep Calvert City inviting to households with children by encouraging through public and private action the availability of housing that meets their needs throughout the city.
B. Support homeownership opportunities consistent with current technology and modern housing development philosophy.
C. Accommodate a variety of housing types that are attractive and affordable to potential homebuyers at all income levels.
D. Encourage the production of a range of housing types for the elderly and people with disabilities, including but not limited to independent living, assisted living, and skilled nursing care facilities.
E. Support opportunities for renter households by encouraging a range of housing types, sizes, and rent levels throughout the city.

4.5 Housing Affordability
Promote the development and preservation of quality housing that is affordable across the full spectrum of household incomes.

Objectives:
A. Develop strategies and actions that encourage the provision of housing affordable to all income levels in the city, community plans, and other area plans that pertain to housing.
B. Encourage the availability of housing that meets the needs of Calvert City households.
C. Consider the advisability and application of development and use of housing construction technologies that streamline the housing construction process, reduce development costs and environmental impacts, and produce sound and durable housing.
D. Consider conservation programs and energy-efficient practices and programs that reduce housing operating costs for energy, sewer, and water usage.
E. Investigate adequate financial resources to develop, maintain and preserve housing and housing assistance programs for households whose needs are not met by the housing market.
F. Stimulate production of a variety of housing types that are affordable and responsive to the needs of low, moderate, and middle income households.
5. ENVIRONMENT

GOAL: To protect and enhance the quality of the natural environment in Calvert City.

5.1 Water Quality
Assist Calvert City’s water and sewer departments in protecting water quality by maintaining control of activities in well-head protection areas.

Objective:
A. Define and maintain well-head protection zones. Reduce soil erosion by requiring and enforcing erosion control measures during construction and requiring revegetation of disturbed areas in commercial districts.

5.2 Natural Environment
Preserve and protect critical environmental resources, particularly green spaces and open spaces.

Objective
A. Improve soil quality and stability through administration and enforcement of erosion control regulations.

5.3 Urban Environment
Minimize negative impact of urban development.

Objectives:
A. Control the impacts of noise, odor, light, litter, graffiti, junk cars, trash, and refuse in order to protect human health and the livability of the urban environment.
B. Encourage only those uses within the 100-year floodplain that are enhanced or unharmed by flooding.
C. Protect surface water resources by minimizing non-point source pollution from stormwater discharge.
6. INFRASTRUCTURE

GOAL: Provide for the orderly and efficient provision of urban services.

Objectives:

A. Ensure that adequate water and wastewater is available to serve existing areas and new development by monitoring usage and capacity.

B. Encourage water availability by proactively maintaining infrastructure systems.

C. Encourage the expansion of sanitary sewer service to meet the present and future growth of the city.

D. Encourage new developments to provide adequate facilities such as sidewalks, storm water drainage, and urban utilities such as sewer, water, and fire protection.

E. Encourage the development and expansion of technological infrastructure in the city.
7. TRANSPORTATION

GOAL: Maintain a safe and efficient transportation network and provide a range of transportation alternatives.

7.1 Streets and Roads

Objectives:
A. Work closely with the Kentucky Transportation Cabinet and other governments in Marshall County to encourage the vital improvements to state roads are included in the state’s Six-Year Road Plan.
B. Rights-of-way in new developments should be dedicated to the city for public use.
C. Control the creation of new driving hazards by developing access, parking, setback, and road standards which can be used by the city to evaluate new subdivisions and developments.
D. Provide transportation infrastructure and services in a cost-effective and efficient manner, making the best use of available resources.
E. Provide for the protection of existing and future rights-of-way from building encroachment.
F. Encourage Complete Street\(^1\) concepts where appropriate. Complete Streets are roadways designed to provide safe access for all users, including walkers, bicyclists, and motorists.

7.2 Alternative Modes of Transportation

Provide a safe and inviting alternative to driving.

Objectives:
A. Support the designation of pedestrian trails and alternative modes of transportation where feasible in the city as a means of recreation and a healthy lifestyle, in addition to providing alternative modes of transportation and tourism promotion.
B. Encourage and support a trail plan throughout the city.

\(^1\) [http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq](http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq)
8. COMMUNITY FACILITIES

GOAL: To plan and provide for quality community facilities and services to effectively meet the municipal, social, educational and other service needs of Calvert City’s residents and businesses in an efficient manner.

Objectives:

A. Encourage an acceptable level of community services that meet the needs of both the existing and projected population.

B. Encourage public health and safety of local residents.

C. Encourage continued cooperation and coordination between the fire and police departments in order to encourage a cost-effective use of resources.

D. Encourage the development of an environment attractive to young families and school children. Encourage an environment conducive to educational programs that use a variety of community resources including conservation lands, historic resources, community facilities and local businesses.

E. Support organizations that provide for community facilities such as libraries, senior centers, youth centers, museums and other cultural facilities and services.

F. Encourage and plan for new development to include alternate transportation options such as pedestrian, bicycle, and off-road vehicles.
9. PARKS & RECREATION

GOAL: Continue to provide for the development of a comprehensive system of parks, trails, and open spaces that meet the needs of all age groups within Calvert City.

Objectives:

A. Encourage the expansion of the citywide trail system to connect parks, neighborhoods, municipal facilities, and schools, thereby creating a more pedestrian-friendly community.

B. Encourage new residential development to incorporate pedestrian and off-road vehicle access through the new development and to adjacent areas, wherever applicable.

C. Encourage continued exploration of new recreational and social opportunities for all age groups, especially for the younger age groups within Calvert City.

D. Continue preparation and adjustment of long-range plans for recreation and park development throughout the city and county in locations suited to the demands of projected population growth.

E. Support and encourage private participation and volunteer organizations to collaborate in the development of parks, trails, bike paths and other recreational venues that improve the health and wellness of the residents.
IV. Population Characteristics Summary

From its earliest settlement, Calvert City’s population grew progressively, following the economic development advancements made within the community. River traffic flowed steadily with ferries and towboats, and then increased with the coming of steamboats hauling passengers and freight. The railroad expanded in 1867, bringing with it additional market opportunities for farmers getting their goods to Paducah. The city incorporated in 1871 and commerce continued to flourish.

Between 1910 and 1920, the city’s population expanded by a whopping 82% as businesses prospered along the railroad and river, creating a real estate boom. It is interesting to note that Marshall County lost 3% of its overall population during this same period.

The community witnessed tremendous growth again in the 1930s as the Tennessee Valley Authority began constructing the Kentucky Dam in 1938. Population numbers swelled by 41% as workers came from other areas to fill the new jobs. Marshall County’s overall population decreased 15% during this time, likely a result of the out-migration of families that lost their homes when Kentucky Lake covered their land.

The 1940 census reveals that Calvert City’s population continued to increase (25%) once the dam opened in 1944. New industrial development brought more jobs and in turn, more families moved to the community. By 1950, the economic opportunities created a 100% increase in overall population, and within another 10 years, the numbers grew again with an additional 81% increase in population.

Not until the 1970s did the exponential growth begin to slow, reaching an increase of just under 40% for the decade. By the 1980s the city’s population only increased by 13%, yet Marshall County saw an even larger increase of 25% on the whole. This uptick for the county is most likely due to the expanded housing developments along the lakes and the advancement of tourism in the region.
The 20-year span from 1990 through 2000 saw population increases from 6 to 10%, and then the numbers began to fall. Sharing the fate of so many other communities, the great recession took a toll, job losses mounted, and a significant number of families left the area looking for work elsewhere. Interesting to note, Marshall County’s population continued to increase during this time. Projections from the Kentucky Data Center show that population numbers will remain flat or even continue to fall through 2040.

TOTAL POPULATION TRENDS 1900 – 2000
CALVERT CITY & MARSHALL COUNTY

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<th>Year</th>
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Source: U.S. Census of Population
(1) Estimate
Current Calvert City Population Analysis

As of the census of 2000, there were 2,758 people, 1,141 households, and 787 families residing in the city. This changed to 2,566 people, 1,071 households, and 741 families by the 2010 census.

The population density is 184.6/mile$^2$. There are 1,154 housing units at an average density of 83/mi$^2$. The racial makeup of the city is 98.1% White, 0.3% Native American, 0.4% Asian, and 1% from two or more races. And, 0.8% of the population is Hispanic or Latino of any race.

In the city the population is spread out with 23.4% under the age of 18, 4.8% from 18 to 24, 22% from 25 to 44, 26.3% from 45 to 64, and 23.5% who are 65 years of age or older. The median age is 44.8 years. For every 100 females there are 85.9 males.
There are 1,071 households out of which 29.9% have children under the age of 18 living with them, 51.6% are married couples living together, 14.2% have a female householder with no husband present, 3.4% have a male householder with no wife present, and 30.8% are non-families. And, 28.0% of all households are made up of individuals and 35.8% of those have someone living alone who is 65 years of age or older (up from 12.3% in 2000). The average household size is 2.31 and the average family size is 2.79. Of the householders living alone 65% are single women and of that supermajority 61% are over 65 years old.

**Population Key Points**

- From 2000 to 2010, the population dropped by 181 individuals a 6.59% decrease.
- Very little growth in population is projected for the next 15 years.
- The majority of citizens under 20 years old are male, though the city’s population is predominately female at nearly 54%.
- The largest population block of Calvert City will retire before the next census, the majority of which are women.
• The amount of citizens over age 65 living alone has tripled since 2000, the majority of which are women.
• Most unoccupied housing is rental property and non-permanent residence.
• Average household and family size are under three.

Racial Data

The majority of residents (98.1%) living in the city are white.

The remaining population reflect Native American (0.3%), Asian (0.4%), Hispanic or Latino of any race (0.8%) and 1% from two or more races.

For a summary of the 2010 demographic data for Calvert City, please see the IV appendices.¹

Age Data

The population of Calvert City is broken out as follows:

- 23 % under the age of 18,
- 5 % from 18 to 24,
- 22 % from 25 to 44,
- 26 % from 45 to 64, and
- 24 % who are 65 years of age or older.

Gender Data

The median age is 44.8 years. For every 100 females there are 85.9 males.

Of the householders living alone, 65% are single women and of that supermajority 61% are over 65 years old.

Future Growth Projections
For Marshall County, the population is predicted to grow incrementally over the next 15 years. See the twenty-five year population projections below, and the IV. Appendices with the entire Marshall County Community profile.

Marshall Population Growth Estimates

<table>
<thead>
<tr>
<th></th>
<th>Census 2010</th>
<th>2015</th>
<th>2020</th>
<th>2025</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31,448</td>
<td>32,301</td>
<td>33,023</td>
<td>33,507</td>
<td>33,787</td>
</tr>
<tr>
<td>+/-</td>
<td>+/-</td>
<td>+853</td>
<td>+722</td>
<td>+484</td>
<td>+280</td>
</tr>
</tbody>
</table>

Marshall County Population Pyramids

Males in Households  Females in Households  Group quarters Populations

Census 2000  Census 2010  Projection 2020

Projection 2030  Projection 2040  Projection 2050

Percent  Percent  Percent  Percent

-5.0  -2.5  0.0  2.5  5.0

-5.0  -2.5  0.0  2.5  5.0

-5.0  -2.5  0.0  2.5  5.0

-5.0  -2.5  0.0  2.5  5.0
V. Economic Analysis

Calvert City has seen change in its economic landscape since 2000. The decrease in population has not necessitated a decrease in the economic standing of the city. While housing, credit, and financial markets plagued the state and national economy Marshall County saw a 30% increase in household incomes $75,000-$150,000 and average personal income in the county has increased at a higher rate (17.6%) than the state (13.4%) from 2000 to 2010.

Emphasis on local business stability can be attributed to Calvert City’s insulation from issues other regions faced. During 2000-2008 most of the economic growth in Calvert City came in the form of new self-employed businesses and small businesses with 2-9 employees according to the Community & Economic Development Initiative of Kentucky.

Information technology has become the emerging industry in the area; showing the most growth and location change compared to the national average, an influence that can be correlated with the 27.7% of the workforce employed in the county living outside of it. Likewise, the service industry, transportation, retail, and technical services have largely remained unchanged; a reflection of the 31.1% of the population employed and living in the county.

The largest portion of the workforce (41.2%), however, lives within but is employed outside of the county. This is due to growing Kentucky industries that do not exist in the Calvert City/Marshall County area such as healthcare. Remarkably, Marshall County has no major medical facility; therefore healthcare workers have to travel to surrounding hospitals in Paducah, Murray, and Princeton.

The major employers in Calvert City are manufacturers Ashland Inc., Westlake Vinlys Inc., and Arkema, Inc., also account for 49.3% of the jobs in the county. According to American Community Survey and the Kentucky State Data Center, employees of these industries (construction and manufacturing) see benefits earning an average weekly salary of $1,288; $371.50 above the state average and $232 above the national average for their industries. Unfortunately, these benefits do not trickle into other sectors though; trade/transport and other
industry jobs that derive their business on the production and profit of manufacturing make $462 less than the state average and $703 less than the national average a week. This income inequality exists whether one looks at between-county or in-county measures.

This income gap has had extenuating consequences. After rising steadily for many years, unemployment peaked in 2010 at 11.1%. That trend translates into 13.3% of the population including 11.3% of families living below the poverty line. Out of the total population, 21.2% of those under the age of 18 and 10.6% of those 65 and older are living below the poverty line; both on the increase.

According to the Kentucky Cabinet for Economic Development new business investment in Kentucky, in 2012, totaled nearly $2.7 billion and the creation of more than 14,000 new jobs. This amount of growth can be tapped by the opportunity Calvert City has to offer in multiple industry sectors.

**Labor Force Characteristics**

A breakdown of the labor force for both Marshall County and Calvert City were obtained from the US Census Bureau of Labor Statistics.

2011 Calvert City:

<table>
<thead>
<tr>
<th>Labor Force:</th>
<th>1,166</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed:</td>
<td>1,135</td>
</tr>
<tr>
<td>Unemployed:</td>
<td>31</td>
</tr>
<tr>
<td>Unemployment Rate:</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Marshall Co.</th>
<th>Labor Market Area</th>
<th>Kentucky</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>5.8</td>
<td>5.7</td>
<td>5.5</td>
<td>4.6</td>
</tr>
<tr>
<td>2008</td>
<td>6.4</td>
<td>6.6</td>
<td>6.4</td>
<td>5.8</td>
</tr>
<tr>
<td>2009</td>
<td>10.7</td>
<td>10.2</td>
<td>10.5</td>
<td>9.3</td>
</tr>
<tr>
<td>2010</td>
<td>11.1</td>
<td>10.1</td>
<td>10.5</td>
<td>9.6</td>
</tr>
<tr>
<td>2011</td>
<td>9.8</td>
<td>9.2</td>
<td>9.5</td>
<td>8.9</td>
</tr>
<tr>
<td>2012</td>
<td>8.6</td>
<td>8.3</td>
<td>8.2</td>
<td>8.1</td>
</tr>
</tbody>
</table>
Industry

Employment and wages for all industry for Marshall County are presented in the appendices. In Calvert City, besides health and education services, manufacturing is the largest industry employing 243 people in the city and 2,374 people in the county. The further from the city, within the labor market, the more prominent trade/transport jobs become. In the labor market, area trade/transport jobs are more prominent than manufacturing, by 9% (over 10,000 workers).

Within the city, the entertainment and service industry is the next largest employer at 175 jobs followed by management/administrative services with 109 jobs.

<table>
<thead>
<tr>
<th>Employment by Major Industry</th>
<th>Marshall County</th>
<th>Labor Market Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Employment</td>
<td>Percent</td>
</tr>
<tr>
<td>All Industries</td>
<td>10,452</td>
<td>100</td>
</tr>
<tr>
<td>Agriculture, Forestry, Fishing and Hunting</td>
<td>29</td>
<td>0.3</td>
</tr>
<tr>
<td>Mining</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Construction</td>
<td>1,246</td>
<td>11.9</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>2,374</td>
<td>22.7</td>
</tr>
<tr>
<td>Trade, Transportation, and Utilities</td>
<td>1,536</td>
<td>14.7</td>
</tr>
<tr>
<td>Information</td>
<td>109</td>
<td>1</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>382</td>
<td>3.7</td>
</tr>
<tr>
<td>Health &amp; Education Services</td>
<td>1,958</td>
<td>18.7</td>
</tr>
<tr>
<td>Public Administration</td>
<td>426</td>
<td>4.1</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>

Infrastructure

Calvert City is a hub for manufacturing and the transportation/distribution of those products. The city has 16 industrial plants. Though metallurgical and steel processing plants are present, the major producer and employer remains the chemical industry. Calvert City is uniquely situated with the ability to distribute via industrial river transport, mainline railway, and multiple highway access points. This positions Calvert City with excellent resources for further industrial development.
Tourism

Calvert City is settled on the banks of the Tennessee River and is just 2.5 miles from Kentucky Lake. This establishes them as a water tourism hotspot. Additionally they have Kentucky Dam Motel, Kentucky Lakes Campground, and Lazy Daz RV Park to provide for every traveler’s accommodation preference and promising miles of shoreline perfect for swimming, boating, and fishing.

The city also benefits from regional attractions such as the Museum of the American Quilter's Society, the Four Rivers Performing Arts Center, Kentucky Opry, Badgett Playhouse, Yeiser Art Center, Alben W. Barkley Museum, Annie's Horsedrawn Carriages, Paducah Railroad Museum, The River Heritage Museum, William Clark Market House Museum, and Patti's 1880s Settlement.

Employment Patterns

Employment has improved steadily with the unemployment rate dropping within the city. The 16 major manufacturers in Calvert City employ around 3,800 people.

Calvert City's employment equality is reflected by the fact that its female to male management ratio is 3.7 to 1.

Per Capita Income

The 2011 American Community Survey reflected per capita income for residents of Marshall County at $23,304, an increase of 29% since 1999. The income levels for Marshall County are well below state and U.S. income levels.
• Median Household Income (2011) $45,605
• Mean Household Income (2011) $56,178
• Poverty (2011)
• Kentucky Poverty Level 19.1%
• Marshall County Level 13.3%

<table>
<thead>
<tr>
<th>Marshall County 2011</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Capita Income (dollars)</td>
<td>23,892</td>
</tr>
<tr>
<td>Nonfamily households</td>
<td>381</td>
</tr>
<tr>
<td>Median nonfamily income (dollars)</td>
<td>18,630</td>
</tr>
<tr>
<td>Mean nonfamily income (dollars)</td>
<td>28,272</td>
</tr>
<tr>
<td>Median earnings for workers (dollars)</td>
<td>30,365</td>
</tr>
<tr>
<td>Median earnings for male full-time, year-round workers (dollars)</td>
<td>49,750</td>
</tr>
<tr>
<td>Median earnings for female full-time, year-round workers (dollars)</td>
<td>37,757</td>
</tr>
</tbody>
</table>

**Commuting Patterns**

According to the Kentucky County–to–County Census Commuting Patterns provided by the Kentucky State Data Center, of the 15,214 workers that live in the county, 31.1% live and work in the county while 41.2% live in the county but work elsewhere. Workers that commute into Marshall County but live elsewhere total 27.7%. And, 85.9% drive alone in a car, van, or truck to work.

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1 Health and education services employ 266 jobs (23.4%) but there are no major medical facilities in Calvert City and the two schools within the city employ less than 55 teachers.
VI. Environment Analysis

The Environment Element of the Comprehensive Plan Update addresses the quality of the natural environment in Calvert City and includes water quality, the natural environment and the urban environment. The 2014 Comprehensive Plan Update incorporates by reference the 2007 Comprehensive Plan. Goal #5 of the proposed 2014 Goals and Objectives addresses the environmental issues that may arise.

Air Quality

Calvert City has a large industrial base that impacts the air quality of the city as well as the entire region. The Kentucky Annual Ambient Air Monitoring Network Plan 2013 notes that four air quality monitoring stations are located strategically throughout the city:

- TVA Substation located at Plant Cutoff Road & Industrial Parkway
- Atmos Energy located at the corner of Alabama Street and KY95
- Calvert City Elementary School located at 563 East 5th Avenue
- Lazy Daz located at 4237 Gilbertsville Highway

The stations monitor ozone, carbon dioxide, nitrogen dioxide, sulfur dioxide, dicarboxylic acids (PM10) and particulates (PM2.5). During 2013, Calvert City’s air quality was rated “good” (the best level) 98.73% on the days tested and “moderate” 1.27% on the days tested.

http://www.homefacts.com/airquality/Kentucky/Marshall-County/Calvert-City.html

A copy of the report is included as an attachment in section VI. Appendices.

Air quality is an important concern for the residents of Calvert City and its neighbors. It also impacts the desirability of the community for those who may seek to locate in the region.
**Water Quality**

Three wellheads in Calvert City provide water to the residents of the city. Preserving and protecting these water sources from pollutants – above ground and below ground – are critically important to the city. Development in and around the wellheads is prohibited and strictly regulated by the EPA.

In November 2013, Calvert City developed the “City of Calvert City Water & Wastewater Capital Improvement Plan 2013-17” to address the future water and wastewater infrastructure needs of the city. The plan empowers the city to address the needs of the community while simultaneously protecting the environmental assets of the community. A copy of the report is included in the Appendix VI. Additionally, the current water and wastewater services map is located at the end of this section.

**Floodplains**

With its proximity to the Tennessee River, Calvert City has areas that lie within the FEMA’s designated floodplain. Wetlands and watersheds are also located within the city limits primarily on the north and west sides.

Source: EPA MyWatersMapper -
[http://watersgeo.epa.gov/mwm/?layer=303D&feature=KY490528_02](http://watersgeo.epa.gov/mwm/?layer=303D&feature=KY490528_02)

**Soils**

Soils are a factor in determining the best areas for particular land uses. Often, prime agricultural land is also the best land for urban development. Soil types are important in determining suitability for building utilizing septic sewage disposal systems. A soil map from the National Resources Conservation Service that includes more detail is available if desired.
VII. Land Use Element

The purpose of the Land Use Plan is to serve as guide for the orderly future development of the community. The Land Use Plan shows areas of generalized land uses and it depicts the overall development pattern of interrelated land uses for the community for the next twenty (20) years. This Plan Update proposes no changes to the current land use allocation.

The city updated its planning area in 2014. The current land use map reflects the annexation of land to the south and east of the city up and including Kentucky Dam Village State Resort Park. The expanded boundary positions Calvert City to take advantage of the assets unique to the state park and provides adequate room for growth over the next five years.

This plan serves as the legal base for the community’s zoning ordinance under K.R.S. 100. Zoning, based on the general land uses shown by this plan, controls the specifically allowed land uses in various locations. Best planning principals and guidelines should be implemented with development of the land contained within this plan.

The Land Use Plan contains five (5) categories of future land use:

- Residential
- Commercial
- Industrial
- Public and Semi-Public
- Conservation/Open Space

The amount of land devoted to each proposed use aligns with a projected 2034 population that may be significantly higher than recent population trends would suggest. Therefore, there is no need to add any new potential development land into the planning area at this time.
Future Land Use Planning

The city and its residents have expressed a desire to spur additional growth in the future. The city has annexed an area southeast of the city up to and including Kentucky Dam Village State Park. This action greatly increases the size of the city and provides opportunities to address the desire of the city to plan for expanded housing development including single-family housing and multi-family housing.

Implementation of growth strategies is addressed in the Calvert City Strategic Plan which is incorporated into this Comprehensive Plan Update.
VIII. Transportation

The transportation element addresses the movement and flow of people and goods throughout the city. Calvert City’s transportation infrastructure includes streets and roads, rail, water and airport facilities in or near the city. Goal #7 of the update’s Goals and Objectives addresses the city’s transportation plan. There have been no new or substantive changes within the planning area since the last update of the Comprehensive Plan in 2007. Therefore, the 2014 Comprehensive Plan update incorporates by reference the transportation element of the 2007 Comprehensive Transportation Plan.

Roadways

Calvert City’s existing streets range from fair to excellent. The city has identified and implemented a plan to address deficiencies throughout the city. Remaining projects include:

- Proposed extension of 5th Avenue west to Highway 1523 and continuing to McFarlan Road.
- Proposed work to level out portions of 9th Avenue and 15th Avenue to improve safety.
- Proposed new construction from Highway 1523 (Industrial Road) traversing south-south-west to an anticipated new interchange at I-24 in the future to alleviate traffic congestion through residential areas from commercial/industrial traffic to the industrial park.

The 2014-16 Kentucky Six-Year Road Plan adopted by the Kentucky General Assembly in 2014 includes one project that will impact Calvert City. The state will reconstruct elements of the existing Purchase Parkway from Exit 22 (KY80/US 45) at Milepost 22 to US 62 at Milepost 52 at Calvert City as part of the I-69 Corridor improvement at a cost of $9,070,000.00. Completion of the project is scheduled for FY2015. Updated traffic counts are provided as an attachment to this narrative.

The city will need to work closely with the Kentucky Transportation Cabinet and its industrial businesses to address safety concerns related to traffic flow from I-24 to the industrial park.
Alternative Modes of Transportation

The city is also addressing the increasing needs for alternative modes of transportation including golf carts and ATVs within the city limits. The Strategic Plan provides implementation strategies for the city to consider. In addition, the Strategic Plan addresses additional transportation needs related to the annexation of Kentucky Dam Village State Park, if and when that occurs through a trail system that would connect the city to the park.

Kentucky Dam Village Airport

The airport at Kentucky Dam Village has the potential to become a valuable asset to the city through upgrades and expansion to serve corporate clients of the city as well as advanced manufacturing and just-in-time delivery required by some industries in the industrial park. The Strategic Plan contains implementation strategies to address this potential growth.

River Port Authority

The River Port Authority has the potential to become a vital asset for the city in terms of providing service along the Tennessee River. As mentioned in the 2007 Comprehensive Plan, the development of the River Port Facility will create the need for an extension of the rail line and highway upgrades connecting Highway 1523 to I-24.

Railroad Transportation

The railway continues to play an important role in the development of Calvert City. Additional safety measures at railroad crossings are needed. The city, state and railroad companies should continue to work together to address these concerns.
IX. Community Facilities and Services with Future Recommendations

City Government

The offices of City Hall are located at 861 East 5th Avenue and the facility is handicap accessible. Office hours are 8:00 a.m. to 4:00 p.m. Monday through Friday. The six-member city council meets on the second Monday of the month at 7:00 p.m.

Calvert City is a fourth class city. A city administrator manages the day-to-day operation of the city and implements city ordinances. Special committees of the city include:

- Planning Commission
- Board of Zoning Adjustments Commission
- Calvert City Parks Board
- Calvert City Cable Commission
- Calvert City Public Utilities Commission
- Cemetery Board

Each of these board members or commission members is appointed to a four-year term.

City Government Services – Future Plans and Recommendations

The 2007 Comprehensive Plan noted that the many and varied duties of the City Administrator prevent him from expending substantial effort in actually promoting development in the city and recommends the employment of a professional City Planner and/or Project Development Coordinator to manage and lead the city’s effort to encourage residential, commercial, and industrial development.

While a City Planner or Project Coordinator would be advantageous, if a code enforcement officer position was established, the work load would shift from the City Administrator to oversee those duties, allowing the administrator more time to manage development opportunities.
**Code Enforcement**

The city’s Code Enforcement Program is used to maintain the quality and safety of housing, buildings and properties in the City of Calvert City. Code Enforcement is administered by the City Administrator.

Procedures for Code Enforcement detailed in the Zoning Ordinance as shown in its entirety in the VIII. Appendices.

The Zoning Ordinance is intended to provide instruction on productive and sound land development reflective of what the residents of the community value. When properties undergo developments or a change of use, compliance certificates are issued. Warnings and violations are issued for non-compliance with adopted codes and ordinances. These violations are reviewed and given due process before being turned over to the court system.¹

The city has made significant progress in recent years to address dilapidated buildings through enforcement of its BOCA Code. While a building inspector is under contract with the city to investigate possible code violations, it is recommended that the city hire a code enforcement officer. This position could be created to fulfill the duties of the building inspector as well as code enforcement.

**Planning and Zoning**

Citizens of Calvert City regularly participate in the ongoing planning and development of the city. A revision of the Calvert City Zoning ordinance was completed in 2014. The duties of the planning commission and special committees are detailed in the new ordinance.

The Planning Commission is comprised of nine members who meet regularly on the third Monday of each month. A Board of Zoning Adjustment, comprised of five members, is appointed pursuant to KRS Chapter 100 and assumes the responsibilities pursuant to Chapter 100, including but not limited to conditional use permits and dimensional variances.²

Public Works - Streets and Sanitation

The Calvert City Street & Sanitation Departments work hand-in-hand to maintain the city’s traffic, stormwater and solid waste removal infrastructures. Seven full-time employees are managed by the superintendent of Streets and Sanitation. The city maintains its own salt and cinder storage facility.

The city continues to work on reducing their carbon footprint, exploring ways to implement a recycling program with Marshall County, replacing existing electrical fixtures to energy efficient fixtures and looking into the possibility of joining with other entities to create a composting farm.

Water and Sewer Services

The Calvert City Municipal Water and Sewer System is managed by the five-member Board of Public Utility Commissioners. Offices are located within City Hall and there are five employees. The water and sewer system was established in 1954. In the 2010-2011 year Calvert City Municipal Water yielded revenues of over $1.1 million in water sales, and over $475,000 in sewage sales.³

Calvert City Municipal Water is required to meet the U.S. Environmental Protection Agency and Kentucky Division of Water health standards on a daily basis. For the past several years, the

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³ Interview with Roger Colburn August 26, 2013.
Public Utility commissioners have worked diligently to protect their source of groundwater with a wellhead protection plan.

A Water System Master Plan, completed in 1999, provided direction for expansion of storage to assist with flow and pressure. Several of the projects included in the 1999 plan were completed including a new 1.5 million gallon (MG) water storage tank, renovations to the water treatment plant and several water line extensions, each of which improved system flow and reliability.

A Regional Facility Plan, completed in 2004, recommends strategies for expansion of the city’s wastewater treatment capacity, renovation and expansion of the existing collection system.

According to the Capitol Improvement Plan published in 2013⁴, CCWS has:
- completed the expansion of the wastewater treatment plant to 0.8 million gallons per day (MGD) capacity;
- completed two phases of sewer rehabilitation;
- redirected the force main from the Cypress Lake lift station to relieve collection system capacity problems; and
- completed a sewer extension to serve the Marshall County – Calvert City Riverport.

Those projects included in the original plans have been reviewed for current applicability. Many of the projects that were not previously completed have been reprogrammed in the Capitol Improvement Plan 2013-2017 shown in Appendix VI.

A preliminary feasibility study for a new wastewater treatment plant to treat domestic and industrial wastewater was completed in 2012. The preliminary findings indicate the proposal appears feasible and more advanced studies are being sought to determine design requirements and to better address budget needs for the project. Projects to advance this effort are included in the 2013 Capital Improvement Plan. A copy of the plan is shown in Appendix VI.

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The water treatment plant is located at 5280 Gilbertsville Road. Water is provided to most residents and all commercial establishments within the city with the exception of the ones served by North Marshall Water District. The system currently serves approximately 1,585 water customers and 1,056 sewer customers.

The city’s existing wastewater system includes twenty (20) lift stations and force mains located throughout the city to aid in the pumping and flow of wastewater to the treatment plant. The wastewater collection system has over twenty-eight (28) miles of gravity lines and nearly five hundred (494) manholes.

The city’s water system includes the following:

- Three (3) Deep Wells (Avg. Capacity 1 MGD each)
- One (1) 2 MGD Water Filtration Plant
- One (1) 0.4 MG Clearwell with Two (2) 1.4 MGD High Service Pumps
- One (1) 1.5 MG Ground Storage Tank with Three (3) 1.2 MGD Booster Pumps
- One (1) 0.75 MG Elevated Water Storage Tank
- 65 Miles of Water Main Ranging in Size from 2” to 12”

Calvert City also owns an industrial water system that provides water for a natural gas fired generating station located along Industrial Parkway west of Calvert City near the P & L Railroad. This system consists of two 1,500 gpm deep well turbine pumps located just north of the other three system wells and approximately 5.2 miles of 16” DIP transmission main with an emergency generator, VFD drives, control system and telemetry.

Calvert City currently uses three wells located on Lone Valley Road near Paducah and Louisville Railroad to supply water to the water treatment plant (WTP) located on Old Gilbertsville Road. The WTP is currently rated at 2.0 MGD. In general, finished water is pumped from the WTP to the distribution system.
Water Treatment and Distribution –
Future Plans, Updates from the 2007 Comprehensive Plan

This section, Community Facilities Future Plan, refers to and incorporates information from the Capital Improvement Plan 2013-2017 (CIP), as well as the 2005 Regional 201 Facilities Plan.

Priorities listed in the CIP for the water system include:

- Upgrade water plant capacity to 3 MGD
- Upgrade the capacity of wells 1 & 3 to 1,000 gpm
- Expansion of the well field
- Additional interconnects to Paducah Water and North Marshall Water District
- Priorities listed for the sewer system include:
  - Rehabilitation of sewers
  - Expansion of service to serve currently unserved residences in the city

The primary items left not completed in the 2005 Regional Facilities Plan include:

Expansion of Sewer System

- 15th Ave., Carolina Street and 14th Ave.
- Riley Circle and US 62
- 10th Ave, W
- Beech St., A Avenue, B Avenue and C Avenue
- 10th Ave., E, Apple, Cherry and Dogwood Streets

The primary objective of the projects listed above is to provide sanitary sewer service to areas within the city limits that do not currently have service. This objective is referenced in the CIP, section 4.0, specifically as it relates to Goal 1 in the 2007 Comprehensive Plan.

Goal 2 in the 2007 Comprehensive Plan refers to the possibility of provision of incentives to developers to provide moderate income housing. The 2013 CIP responds with the following narrative: *The Board of Public Utility Commissioners will need to provide assistance to the city*
to accomplish the latter. Modification of current policy may be required to meet the objective. In addition, new capital projects initiated by the water and sewer system may be required to facilitate the process.

Goal 4 in the 2007 Comprehensive Plan refers to industrial recruitment and job creation. The 2013 CIP responds with the following narrative: In order to support this goal, improvements in our water and sewer infrastructure are going to be required. The current industrial wastewater treatment study is critical to meet these objectives as are improvements to the water distribution system in the industrial park area to improve flow and pressure within the area.

Goal 7 in the 2007 Comprehensive Plan states that to protect the city’s water supply through designating a well-head protection area and creating awareness of the area with all related development proposals. The 2013 CIP responds with the following narrative: This is an important objective and the means to accomplish may include the need to acquire additional land for our well field as well as stricter enforcement of the provisions of the wellhead protection plan.

The 2005 Regional Facilities Plan also discusses in detail rehabilitation of the sewer system. Several projects have been previously completed in recent years. The five-year Capital Improvement Plan addresses additional sewer assessment and rehabilitation projects.

A preliminary feasibility study for a new wastewater treatment plant to treat domestic and industrial wastewater was completed in 2012. Projects to advance this effort are detailed in the Capital Improvement Plan 2013-2017.

**Water and Sewer Rate Structure**

The rates adopted by the city are automatically adjusted each year by a cost of living factor. Customers outside the city limits are charged a 50% surcharge.
The operation and maintenance of the city’s water system and wastewater system is a complex operation which requires well-trained, qualified and dedicated employees. The city is fortunate to have high quality personnel for these jobs and should encourage continuing education and certification programs for them. The current rates in effect for water and sewer are shown in the appendices.

**Gas and Electric**

There are two suppliers providing for the electric needs of the city. Properties in the west portion of the city are supplied by Jackson Purchase Energy Corporation. Those located in the east portion of the community are supplied by West Kentucky Rural Electric Cooperative.

The Atmos Energy Gas Company, which is supplied by the Texas Gas Transmission Company, is the natural gas source for the city.\(^5\)

**Solid Waste Disposal**

All homes and businesses must comply with the city’s mandatory ordinance for solid waste disposal. The city provides collection for the entire city, but the private sector is allowed to provide bulk services, where dumpsters are required. Routes are run twice a week on Monday and Tuesday – Thursday and Friday.

In addition to the weekly routes, runs are made on Wednesdays to pick up special bulk items such as refrigerant products, old appliances and furniture that cannot be collected in the normal route. Appliances are taken to a local disposal center, free of charge, where it is recycled by a private vendor. Front and back door pickups are available for an additional fee.

The city provides leaf pickups at no charge. The city provides leaf bags and will provide a vacuum service upon request.

Current rates are subject to change. Commercial rates are determined by using a formula based upon the volume of the refuge and the sanitation department determining a rate. If the refuge changes drastically or is beyond the city’s capabilities, the rate is reevaluated or sent on to a commercial service.\(^6\)

**Senior Center Services**

Senior activities in Calvert City are organized and managed by the Marshall County Senior Services. A recreation center is located in Calvert City at 2nd and Aspen Avenues. Hours of operations are Monday through Friday from 8:00 a.m. to 3:00 p.m. The recreation center is available to citizens 60 years and older. A variety of programs and activities are provided for senior citizens including cards, crafts, billiards, Saturday night dances, and much more. Other services offered by the center include health education and screenings. The center also serves a lunch meal daily for the seniors to congregate in a family type setting and periodically sponsors a potluck meal.\(^7\)

The Convalescent Center is located at 110 Convalescent Drive. There is a 95-bed capacity and it is currently at 100% capacity. The center is dually licensed at skilled or intermediate care level and licensed personal care level. The Convalescent Center is a nonprofit organization and is funded by Medicare, Medicaid, private insurance and private pay.\(^8\)

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\(^6\) Interview with John Ward.
\(^7\) Interview with Mona Yarbrough December 11, 2013.
\(^8\) Interview with Lynn Jones February 5, 2014.
Parks and Recreation

Calvert City has three parks offering playgrounds, walking trails, sports fields, disk golf, and picnic areas. All three are located along 5th Avenue.

Memorial Park has a new main stage pavilion for outdoor entertainment and a 5,000 square foot civic center to hold events year round.

Doctor's Memorial Park is the sport park and is located behind the Calvert City Civic Center and Calvert City Hall. Doctor's Memorial Park was formerly known as North Park. Its name was changed recently to honor the several doctors that moved to the area in the early days of Calvert's incorporation and aided in its growth.

Most sports and leagues play at the Doctor’s Memorial Park facility. The facilities include a one-mile walking/running course, as well as T-ball, baseball, softball and soccer fields. Playground equipment is available as well as picnic pavilions which are scattered throughout the complex.

Old Park is Calvert's first park and is located across the street from the Calvert City Country Club. With playground equipment and several picnic pavilions it is frequently used for community special events. The baseball/softball field is still utilized for practice or non-league activities.

Across the street from Old Park are Calvert City's tennis courts, at the entrance to the Calvert City Country Club.⁹

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Parks and Recreation Future Plans and Recommendations

The city is currently working on the rehabilitation and upgrading of Old Park, with recent additions of fencing, upgrades to the baseball fields, new playground equipment and volleyball courts.

The skateboard park is well used and the city is working to obtain a grant to move and build a new facility at a different location.

It is recommended that additional sidewalks and/or recreational trails be added in order to connect the city’s three (3) parks and the governmental services areas with the residential neighborhoods. Strategies for this recommendation are available within the 2014 Strategic Plan enclosed herein.

The 2007 Comprehensive Plan recommended to the Parks Board that the field behind Calvert Clinic be purchased by the city if economically feasible.

The former plan also recommended that the city acquire the land east of Memorial Park from East 5th Avenue South to the Doucet property for use and parking. The city has acquired the land adjacent to 5th Ave.; however, there is still one privately owned property between Mr. Doucet and the city’s property that has not been acquired.

Civic Center

The Civic Center is located on 5th Avenue at the entrance to North Park. It is a 5,000 square foot indoor activities center, made available for rent to the public. The center will hold up to 365 persons. It is recommended that this property be considered for rehabilitation and possible expansion.
E-911

The Marshall County E-911 Communication Center provides 911 emergency services for all of Marshall County. The facility is located at 50 Judicial Drive in Benton, Ky. The Calvert City Chief of Police is a member of this board.

The center receives calls via 911 and many nonemergency telephone numbers for law enforcement, fire, medical and rescue services within Marshall County. The Telecommunications Center is operational 24 hours a day, seven days a week and 365 days a year with an annual incoming call volume of over 60,000 combined telephone calls. There are eight full-time and three part-time Telecommunicators that are trained in all areas of emergency and nonemergency situations. Each one must attend the required Telecommunicators Academy at the Department of Criminal Justice Training (DOCJT) in Richmond, Ky, as well as obtain any continuing education training as required.

The center is in the process of obtaining a Next Generation 911 compliant hosting remote system with installation anticipated in 2014. Future plans include updating radios and console equipment as funds allow.\(^\text{10}\)

Police

Calvert City’s Police Department is located at 861 E. 5th Avenue, in the lower level of City Hall. The department is fully accredited by the Kentucky Association of Chiefs of Police and the Kentucky Law Enforcement Professional Standards Committee since 1998.

There are six full-time officers including the chief and they serve the community around the clock. There is low turnover among the department. Officers are visible and active in the community, particularly with programs such as D.A.R.E. (Drug Awareness Resistance Education) and community-oriented policing.

\(^\text{10}\) Information was provided by Jason Lubicker, 270-527-4727 911 Jason.luebker@marshallcountyky.gov.
The Kentucky Department of Criminal Justice Training certifies each officer, and all maintain 40 hours of continuing education units each year. The officers qualify three times a year with firearms and also train with simulation rounds utilizing force-on-force training with actual officers.

The department regularly exceeds training standards and is frequently used as a host site for firearms simulator.

The Calvert City Police Department has an interlocal agreement with the Marshall County Sheriff’s office, the City of Benton Police Department and other city and county law enforcement agencies in the region. There is a countywide dispatch office that handles the roughly 6,000 calls that come in annually.

Officers are equipped with standard duty equipment, and each officer has a patrol car which is owned by the city. Cars are equipped with laptops, radar, cameras, and radios.11

**Police Department Future Plans and Recommendations**

The Police Department is currently served with six full-time officers. To address the potential future growth and current daytime surge in population, the city may wish to consider adding two (2) more officers in order to comply with national standards of 2.2 officer per 1,000 population.

When needed, the department seeks grant funds from Homeland Security for equipment. There are currently no unfunded needs, recommended improvements, proposed projects or anticipated need for new equipment. Replacements and upgrades are made as needed.

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11 Interview with Chief Elliott, (270)395-4545.
Fire Department

The Calvert City Fire Department is located at 861 East 5th Avenue and is an all-volunteer fire department. There are 21 volunteers and they are available around-the-clock, seven days a week. Each volunteer is equipped with a pager so they can respond immediately upon being called.

There is a second fire station located at 25 Oak Park Boulevard. This station also houses Class A and mini pumper trucks and firefighting equipment and is the location of the ambulance facility.

All equipment is owned by the City of Calvert City. This includes infrared cameras, SCBA masks, ladder truck, three Class A pumpers, small mini pumper, four-wheeler ATV for brush fires, personal fire-fighting equipment, and extrication tools.

Fire department offers first responders, but Marshall County ambulance service is provided through the hospital.

The Insurance Service Organization (ISO) insurance rating has given the department a Class V rating. All vehicles are kept on a strict maintenance schedule by using detailed computer records to aid in the maintenance history for each vehicle. The department performs routine maintenance on all vehicles, while certified professionals handle major maintenance repairs outside the department.

Firefighter training is held twice each month and the firefighters attend a 20-hour training course each year during the spring, as well as other fire training schools throughout the year. Calvert City Fire Department is one of the few volunteer departments in the state with its own fire training center.

All Marshall County fire departments serve as backup when needed as a member of the Calvert City Industrial Mutual Aid Pact (CMAP). The Calvert City Fire Department is also a member of HAZMAT 1 which handles hazardous materials incidents in the region.
There is a five-year capital improvement plan to assist in budgeting for replacements of equipment as needed.

The city has recently bid for a rescue truck which is expected to arrive in Spring 2014. Self Contained Breathing Apparatus (SCBA) equipment is in need of upgrading and a grant is in process. There are no other unfunded needs at this time.\(^\text{12}\)

**Fire Department Future Plans and Recommendations**

With an on-site training facility, the city is very fortunate to have a well-trained volunteer fire department. There is a five-year capital improvement plan to assist in budgeting for replacements of equipment as needed.

The city has recently bid for a rescue truck which will arrive in Spring 2014. Self Contained Breathing Apparatus (SCBA) equipment is in need of upgrading, and a grant is in process. There are no other unfunded needs at this time.\(^\text{13}\)

Although the department currently has adequate space and facilities, the Planning Commission should continue to support and encourage any and all upgrades and expansions of facilities, when needed.

**Ambulance**

The ambulance service operates on an annual budget that is made available from the Marshall County Fiscal Court and Marshall County Hospital. The Marshall County Fiscal Court provides ambulance service for Marshall County and management is provided by the Marshall County

\(^{12}\) Interview with Fire Chief Fred Ross.

\(^{13}\) Information obtained from Fire Chief Fred Ross, 270-395-4612.
Hospital. The facility is located at 505 George McLain Drive in Benton and a substation is located in Calvert City at the fire station at 1625 Oak Park Boulevard.

Marshall County Ambulance Service (MCAS) runs approximately 4,000 calls per year. The majority of emergency runs are dispatched through 911 while some of the nonemergency runs are called in on landline.

Calvert City accounts for approximately 25% of the annual call volume.

Medicare calls account for 61% of the calls.

Marshall County Ambulance Service is currently licensed through the Kentucky Board of Emergency Medical Services (KBEMS) as a Class I ambulance service and is permitted to run Advanced Life Support (ALS) & Basic Life Support (BLS), emergency and nonemergency runs.

There are 21 full-time staff as follows:
- Director, who is also a paramedic
- 2 office staff
- 6 part-time, 8 full-time paramedics
- 4 part-time EMTs (called as needed)
- 9 full-time EMTs

Regular training is required for emergency staff in order to maintain certification. Personnel also train with other county emergency personnel in disaster drills. Ambulance personnel are also required to complete four hours of driver training each year.

Calvert City has ambulance service with one (1) paramedic and one (1) EMT, 24 hours a day. Since Calvert City has a high volume of industry jobs, special disaster drills are periodically given in coordination with the industries, as actual on-site training.
The equipment used by the ambulance service is well maintained and kept as current as possible. There are currently one (1) rescue truck – extrication vehicle, a car, a ¾ ton truck, a gator, and six (6) ambulances.

Recent additions of new equipment include portable vents, cardiac monitors, EZIO (bone IV treatment), and power stretchers are expected by 2014.\textsuperscript{14}

**Office of Emergency Management**

The City of Calvert City recognizes the unique character of its chemical plants in the industrial area, and has developed a close working relationship between the public and private sectors as related to emergency response teams.

The Marshall County emergency responders have formed an interagency alliance as shown in the appendices. Additionally, the alliance created an Emergency Operations Plan in 2013. This document in its entirety may be found at


It establishes the overall organizational structure to be utilized by city and county governments to manage disaster and emergency response in their political jurisdictions.\textsuperscript{15}

**Office of Emergency Management Future Plans and Recommendations**

In time, with additional residential and industrial growth, another substation may need to be considered. While the 2007 Comprehensive Plan recommended the location to be on the southwest side of the city, somewhere along U.S. Highway 62 across from the Camelot Subdivision area, other areas should be considered, dependent upon growth patterns.

\textsuperscript{14} Interviewed Bryan Cutsinger, Director Marshall County EMS on November 11, 2013.

\textsuperscript{15} Marshall County Emergency Operations Plan 2013.
Calvert City Library

The Marshall County Public Library at Calvert City completed construction of a new facility in November 2006. The facility is open on Monday from 9:00 a.m. to 7:00 p.m. Tuesday through Saturday hours are from 9:00 a.m. to 5:00 p.m. There are more than 53,000 books, DVDs, audiobooks, magazines, newspapers, and computers offering online access for patrons.

A large meeting room is available for no-profit community groups. A fax service, and a self-serve copier are among the many services offered to the community.

In addition to a year-round Story Hour program for preschoolers, after school programs and summer reading programs are offered to students of all ages.

On-line services are provided for research 24 hours per day. Bookmobile service is provided to the public and makes stops at Calvert City apartments, the elementary school, the Convalescent Center and to people who are homebound.

Of the 7,757 registered borrowers in Calvert City, the library sees around 200 visitors a day. During some events such as the monthly book sales, the total number of visitors can reach up to 500 people. Of the 52,000 items they have in lending inventory, the rising trends are coming from children and young adult sections. Computers are in steady use at the library.

The library is maintained by six full-time and two part-time staff.\(^1\)

\(^1\) Nancy Petty, November 11, 2013.
Schools and Education Analysis

Marshall County School District is one of the highest performing districts in the state ranking in the 98th percentile among state school districts.

Vision – The Marshall County School System is the premier school district in Kentucky.

Mission – The Marshall County School District serves to inspire a lifelong passion for learning in all students to help them become thoughtful contributors within a global society.

Beliefs:

- Every decision reflects what is best for students.
- High expectations lead to higher performance.
- In order to grow and thrive, individuals need caring relationships and a nurturing environment.
- Every individual can make a positive contribution to the community.
- All individuals are responsible and accountable for their choices and decisions.
- Learning is a lifelong process.
- Excellence is worth the investment.
- Quality instruction is the key element to success in education.

The Marshall County Public School System provides the educational needs for the community. There are several elementary schools located throughout the county, Calvert City being one of these locations. The middle school students in Calvert attend the North Marshall Middle School and high school students attend the Marshall County High School located in Draffenville. Christian Fellowship Academy is a private school located in the county that also provides education opportunities.

Calvert City Elementary
In 2013, Calvert City Elementary had a state overall score of 62.5 putting them in the 70th percentile rank in the state. This was an improvement from 56.2, in 2012. This qualifies the
school as proficient/progressing status, moving the school in line with the Kentucky Department of Education’s Proficiency Delivery goals.

The school has an enrollment of 302, of which 49% receive free/reduced lunch. The district spends $9,010 per student, that’s $1,387 less than other schools in the district and $1,164 less than other schools in the state.

Calvert City Elementary School’s attendance rate of 96.3% is within the district and state levels. The school has a student to teacher ratio of 14:1, and of the 21 full-time teachers none are certified by the National Board of Professional Standards. Twenty-five percent (25%) of teachers are Rank 1, though this is under the district (29.3%) and state (30.6%) average.

Calvert City Elementary School underwent a major renovation in the form of a classroom addition/bus loop that was started in 2007 and finished in 2008. This was the most recent renovation at the school. At this time there are no major renovations scheduled for the facility in the upcoming five-to-10-year period.

The bulk of school enrollment in Calvert City is in the elementary (40.1%) and high (35.2%) schools. However this trend will not continue as the enrollment below elementary is only 3% and the population under five years old is only 137 individuals.
North Marshall Middle is categorized as “proficient” meaning it scores between 70% and 89% in the states. Its actual score is in the 87% showing how well the students perform for those select grades. With an enrollment of 582 it spends per student an average $6,194, far less than other schools in the district and the state. An average of 48% of the students receive free or reduced price food. They also have an attendance rate higher than district and state averages at 96.4%. The school has a student to teacher ratio of 18:1, and of its 32 full-time teachers, only one is certified by the National Board of Professional Standards. Nearly one-third of the teacher population (30.6%) is Rank 1, which is on par with district and state levels.

Calvert City’s main workforce (individuals 25 and older) has a majority composition of workers who do not hold a higher education degree (72%) and only 17.2% hold a bachelor’s degree or higher. Reported from the school district, 66.9% of graduates do attend college and this figure is significantly higher than the state average of 56.6%.
Health Related Facilities

Marshall County Hospital is located at 615 Old Symsonia Road in Benton, Ky. The hospital was built in 2009 and has been recognized each year since that time as one of the nation’s Most Wired Hospital – Small and Rural.17

The hospital is licensed for 25 beds including a four-bed, well-equipped intensive care unit. Marshall County Hospital operates 24 hours a day, 7 days a week, 365 days a year and provides approximately 250 jobs in the community.

The hospital is accredited by the Joint Commission (JC). The hospital provides a variety of inpatient and outpatient services such as physical, speech and occupational therapy, home health care, an advanced technology radiology department, and a 24-hour physician staffed emergency room.

Administrative teams at Marshall County Health Department and Marshall County Hospital, came together in 2011 to update the health care needs of the county. They worked with other area partners to obtain community input toward the development of a comprehensive community health needs assessment (CHNA). From 2011 through 2012, local residents were convened, surveys were conducted, and forums were held in order to assess the state of health in Marshall County. In 2013, a comprehensive review was made available to the community and may be found in the appendices.18

There is one private, family physician located within Calvert City. Dr. Charles Waller has a private practice located at 503 East Fifth Avenue.

The Marshall County Health Department is located at 307 East 12th Street in Benton. They offer a variety of services including smoking cessation classes, clinical services, vaccinations, physicals, nutrition counseling, WIC, environmental services, dental care, and many others. The

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17 Reported in 2013 Most Wired Survey in the July issue of *Hospitals & Health Networks* magazine.
18 Interview with Marcia White on November 7, 2013.
office is open weekdays, five days a week and one evening each month they offer extended office hours.

The Environmental Department is located next door to the main health department building, at the corner of Birch and 12th Street. The Environmental Department focuses on the enforcement of legal and regulatory standards compliance through surveillance of environmental factors and inspection programs. Specific programs include: Food, Facilities Management, Wastewater Treatment & Disposal Systems, and Radon. Other environmental programs regulated by the Environmental Department include: on-site wastewater treatment and disposal systems with subsurface discharges (septic systems), septic tank cleaners, certified installers of wastewater systems, private water supplies, vectors and bird roosts and nuisance control, radon, and more.

The Western Kentucky Regional Laboratory (WKRL) is a department of the Marshall County Health Department and is located in Hardin, Ky. WKRL is a public health environmental laboratory dealing primarily with milk and water analysis. WKRL is unique in that it is the only regional laboratory of its kind in the Commonwealth.19

X. Historic Preservation

The City of Calvert City has a very small number of what are considered “historic” properties. One site, Oak Hill, is listed on the National Register of Historic Places. Built in 1853 by Potilla Calvert, the residential building is located at 26 Aspen Street, next to the railroad. This property, in its original form, was a simple farm house, with significant medications being made to it in the 1950s.

Other sites within the city are in the same vicinity of Oak Hill:

1. The Lee Cox, later known as the Ford Building, more recently known as Capp’s Grocery, was built around 1910.
2. The former Calvert City Bank building, which is now used as the Union Hall for the VFW, was built in 1907.
3. The Harrell Grocery building, which formerly held Draffen’s Ford Dealership. At one time, Calvert City was the smallest city in the world that had a Ford dealership.

The original Calvert City Bank building is currently being used by a local union; the Harrell property is currently vacant; and the old Cox/Ford/Capp’s property is used for storage by its current owner.

While none of these structures are significant in terms of architectural integrity or beauty, they are the oldest buildings within the city. The Cox/Ford/Capp’s grocery building has been covered in vinyl siding in recent years.

In terms of community efforts to work on historic preservation, a volunteer group, Calvert Area Development Authority, has endeavored to instill a sense of civic pride in Calvert City. Some of their initiatives have included:

- Efforts to save a former department store building that has since been razed
- Fund raising and placement of memorial park benches in Memorial Park
- Fern Fest, the annual Labor Day celebration
• Christmas in the Park in Calvert City
• A Walk in Time – an Antique Tractor, Gas Engine & Modern Equipment Show

The annual Christmas in the Park follows the Calvert City Lions Club Christmas Parade which is the oldest continuously running Christmas parade in Kentucky. The 2013 parade was the 54th consecutive annual parade.

Another area of interest for local historians is the Civil War. The one and only battle fought in Marshall County, was fought in Calvert City and local volunteers are interested in establishing an historic marker as a remembrance of this occurrence.

Marshall County does have a very active Historical and Genealogical Society and they meet weekly at the court house in Benton.
XI. Housing

There has been little to no change since the 2007 Comprehensive Plan, thus it is appropriate to include the housing element of the 2014 Comprehensive Plan update incorporates by reference the 2007 Comprehensive Plan. Goal # 4 of the 2014 Proposed Goals and Objectives provides guidance for the growth of housing within the city. Economic conditions have changed substantially since 2008. Calvert City has seen little growth in its housing stock in recent years.

The 2010 census noted that more than 50% of the current housing stock in Calvert City was built between 1960 and 1979. Nearly 40% of the total housing stock is valued under $100,000. The majority of housing (70%) is detached single units and 74% of all housing is owner occupied. Almost seven percent (7%) of existing housing is listed as mobile homes.

The Calvert City Planning Commission has worked for several years to update the Calvert City Zoning Ordinance. Their comprehensive review was made in order to address land uses of the community, and to provide guidelines for future development. In addition to updating the ordinance, the planning commission also revised all the city boundary maps. The ordinance and maps will be adopted in 2014 upon completion of the Comprehensive Plan.

In 2012, the housing situation in Calvert City is reflective of many communities across the country, touched by the changing economic climate. From high vacancy rates and properties in disrepair, to foreclosed properties, Calvert City is not immune to the same problems as cities with larger populations. The weak housing resale market aligned with diminishing funding resources have created challenges for the entire community.

The 2012 Department of Commerce U.S. Census Bureau reports Marshall County housing statistics as follows:
Median Home Price: $102,700\(^1\)

Total Housing Units: 1099
Occupied Housing Units: 1018
Vacant Housing Units: 81
Vacancy Rate: 7%

The current Calvert City Zoning Map reflects that adequate land exists within the city for the city’s current housing needs. However, the lack of multi-family housing, apartments and moderately priced homes contributes to the lack of growth that the community would like to see. An effort to annex the Kentucky Dam Village State Park would provide the city with additional housing development options. The city wants to grow and should continue its efforts to expand its boundaries and diversify its housing stock with modern, moderately priced homes and multi-family options.

See attachments in Appendix XI of this report for Department of Commerce U.S. Census Bureau reports.

**Housing Authority**

The Benton Housing Authority and the Purchase Area Development District (PADD) offer housing units and programs in Calvert City. Persons applying for these types of housing units qualify if they are of very low to moderate income. There are three areas in Calvert City that have public housing, Cedar Court Apartments, 20 units on Apricot Avenue, Plaza and Hawthorne Apartments. There are also existing Section 8 units on scattered sites throughout the city.

Cedar Court Apartments are located on the corner of Cedar Street and Apricot Avenue. Cedar Court Apartments are operated by the Benton Housing Authority and have requirements of low to moderate income. Funding is provided to those who qualify under the U.S. Department of

\(^1\)http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_5YR_DP04&prodType=table accessed February 3, 2014
Housing and Urban Development Program (HUD). There are 20 units of various sizes, with one of the units being handicapped accessible. Cedar Court Apartments usually maintain full capacity. Complete remodeling was done in 1997; landscaping, new roofs, and replacement of all interior doors was done in 2011. They have a five-year plan they submit to HUD for funding. Replacing HVAC, ranges and refrigerators, and painting of all units is identified as future needs of this property in the five-year plan.²

Housing Future Plans and Recommendations

It is recommended that the city explore programs and incentives to provide opportunities for home-ownership in a variety of price ranges.

The 2007 Comprehensive Plan reported that the mayor had appointed a Residential Task Force with the purpose of investigating and making recommendations to the Planning Commission and the City Council regarding steps which the city can take to promote the development of moderate priced housing. There is a need for this action to be taken and additional housing strategies may be found in the 2014 Strategic Plan enclosed herein.

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² Interview with Kerry Martin January 9, 2014.
CALVERT CITY

STRATEGIC PLAN

2014

Created by the residents of Calvert City, Kentucky with assistance from the Kentucky League of Cities.
The City of Calvert City and the Calvert City Planning Commission began the process of updating its Comprehensive Land-Use Plan in the summer of 2013. Several initial steps were taken in order to obtain input from local residents as to the future of the community. In addition to numerous personal interviews and site visits, several public meetings were held to gather input from the residents of the city including a group of local high school students.

During the public meeting, residents were encouraged to talk about their current concerns of the community. They were also invited to visualize what they would like to see in terms of future development, and to indicate where they believe new development should occur.

One component of the Comprehensive Plan update is a section for recommended implementation strategies. The city took this opportunity to create a more detailed Strategic Plan that would lead to greater public participation in shaping and creating the city’s future. This document is the result of those public sessions.
Calvert City – A Look Back in Time

Calvert City is located in Marshall County in the Jackson Purchase area of Kentucky. As early as 1820 there were several ferries in operation along the Tennessee River, carrying people to this new land as it was laid off in parcels. The city was named for Potilla Calvert who selected a site in 1853 to build his home, about 1 ½ miles from the river. At the time of his purchase, he agreed to donate land to the Paducah and Elizabethtown Railroad, if it would stop near his home. The company agreed and named the station Calvert City.

The city was incorporated in March 1871. Shortly after its incorporation as a city, it was estimated that Calvert City had a population of approximately 200 citizens. The first mayor was John Taylor, a blacksmith and the Town Marshal was Pete Summers. By 1894, there were several businesses making Calvert City a commercial center for the farm families living in the northern part of Marshall County. These included two general stores, a drug store, a blacksmith shop, mechanic shop, railroad depot, hotel, mill, two churches and two doctor’s offices.

Education was deemed important early on as three local men took a public subscription in 1868 and built the first log school building. In 1900 a two-story frame building was built near the railroad. In 1918, the principal of the existing school challenged the community to expand to include classroom instruction at the high school level. She proposed that 50 percent of the cost be raised by the community and the remainder be paid for by the Board of Education. The residents responded quickly and the existing building was remodeled and enlarged into a six-room structure. The class of 1922 was the first year of high school graduates.

An interesting moment of history occurred in 1979 when the nation was watching with great
Calvert City – A Look Back in Time

calvert city rhode island

concern how the Iranian Hostage Crisis would evolve. Fourth grade students of the Calvert City Elementary School wrote letters to President Jimmy Carter and the local mayor, asking that the national and community Christmas trees not be lit until the crisis in Iran was resolved. Senator Wendell Ford read the students’ letters to congress, and as a result, the event was recorded in the December 13, 1979 issue of the Congressional Record.

A community telephone service was established in the early 1900s. However, electric power did not reach the community until the early 1930s.

The historic flood of 1937 changed the lives of many Kentuckians, but its aftermath had an immense impact on Calvert City residents with the development of Kentucky Dam. There were over 5,000 men employed by the Tennessee Valley Authority (TVA) at the time of the construction, providing a real boost to the local economy. The flip side was the displacement of many families that were forced to move from their homes.

This new facility controlled flooding of the city and the region, and offered cheap hydroelectricity to the region. Kentucky Dam was completed in October 1945. With Calvert City being located along the Tennessee River, it didn’t take long for industrial developments to occur. A manufacturing and chemical complex arose on the Tennessee River, just below the dam. Commonly referred to by locals as “the Calvert plants,” these industries provide hundreds of jobs for area workers.

Early industries included the Pennsylvania Salt Manufacturing Co, established in 1948 and later became the Pennsalt Corporation. It was later renamed the Pennwalt Corporation. This company was soon followed by Pittsburgh Metallurgical Co., Inc., later known as Airco Alloys. The National Carbide Company soon followed as did BF Goodrich, opening a polyvinyl chloride plant within the same time frame. Other chemical manufacturing facilities such as American Analine, Air Products and Chemicals, and GAF Corporation followed in the decade of the 1950’s.

Calvert City grew up along the railroad from its earliest days. With the new developments wrought by the dam construction, this area became known as “Old Calvert,” and new neighborhoods begin to emerge. This new neighborhood was known as Adamstown. In time, other neighborhoods developed as the chemical plants opened and offered good wages for local workers.

Since its earliest settlement, most residents had made their living from farming or some type of agriculture. Once Kentucky Dam was built, within a 20-year period, the community’s top two economic engines became industry and tourism, with agriculture a distant third.

In 2013 the leaders of Calvert City still tout its strategic location with industrial river access, mainline rail and interstate highway interchanges, as the premiere location option for industry. They suggest that all modes of transportation that link Marshall County with the world, must pass through Calvert City.

Information gathered from these sources:


www.calvertcity.com
What Citizens Said

Community Listening and Design sessions were held on September 16, 2013, March 20, 2014, and May 8, 2014. A Student Listening and Design session was held at Marshall County High School on January 23, 2014. The community discussed these questions:

**What makes Calvert City unique?**
- Large industrial next to large recreational
- Great schools
- On the river
- River/rail/interstate
- Small-town feeling
- Land (use) diversity

**What are the strengths of the city?**
- Good place to raise family
- Close to lake and Paducah
- Variety of churches
- Equidistant between big cities
- Enough necessity shopping
- Great recreation opportunities
- Sound infrastructure
- Safe feeling
- Low housing cost
- Great city parks

**What are the weaknesses of the city?**
- Lack of recreation for youth
- Lack of high paying jobs
- Lack of retail growth
- Affordable housing for young/aging families
- Perception of industrial pollution
- Population decline
- Job loss/outflow
- No incentive for youth to stay
- City school compared to county
- Indifference

**What are the opportunities of the city?**
- Economic growth due to infrastructure
- Increase civic involvement/education
- More restaurants (sit down family, “cheddars,” better hours)
- Expand tourism
- More industry (20-50 jobs)
- Medical center
- Develop fire services
- Spend on community
- Proximity to interstate/lake/rail
- Fiber tech infrastructure
- Golf cart/bike paths (more friendly/safe)
- Expand gas and sewer service
What Citizens Said

- Curtail water expenses
- Reduce tap on fees
- Expand medical services
- I69/I24 increase traffic and development
- City promotion/PR
- Tourism (state park partnership)
- Housing stock
- Alcohol
- Increase school prestige/enrollment
- Use racetrack
- Expand sidewalks
- Highway/public safety

- Loss of schools and doctors
- Environmental, water, air standards getting tougher
- Perception of highway 95
- Manual labor opportunities
- Entertainment or lack thereof (for adults)
- Awareness/signage
- People don’t care
- Lack of civic pride

What are the threats to the city?

- Perception of increase in crime/drugs
- Plant closure
- Lack of property for new housing
- Regressive mindset towards expansion
- Perception of getting people off interstate
- Natural hazards (earthquake)
- Lack of emphasis on entrepreneurial spirit/economic diversity
- Age/investment of housing stock
- Failure of growth
- Employment layoff
- Youth retention
- Evening ghost town feeling
- Commuter population increase
The Vision: What We Saw

A Design session was held as a part of the public input process. More than 80 citizens worked in teams to create a visual image of Calvert City in the future.

- Better signage
- Housing
- Recreation trails
- Branding the city
- River access
- Local food
- Groundwater protection
- Water/spray park
- Connection to state park

Community Core Values

- Family-Oriented
- Good Education
- Small-town Feel
- Strong Faith-based Community
- Diversity of Outdoor Resources
- Sense of Place
- Safety
What Students Said!

A Listening and Design session was held with a group of Marshall County High School students who reside in Calvert City. They shared their ideas and vision of Calvert City.

What We Like

- Lakes
- All-American, wholesome place to live
- You can walk everywhere
- Revolution
- The drive-in
- Parks
- Library
- Recreation opportunities
- Country Club
- Something for everybody
- The community cares about us

What We Want

- Bowling alley, movies
- BBQ at the Lake
- Festivals
- Special community events
- Utilize the stage at the park more often
- Shopping
- Family restaurants
- Newer apartments for young adults
The Big Picture

Creating a Diverse Future for Calvert City

As Calvert City looks toward its future, new opportunities and realities have the potential to change the economic dynamic of the community. In order to sustain the city’s growth, the revenue base will need to be carefully examined and retooled. Three areas of potential for maximizing the city’s potential and minimizing the risk of unforeseen change in the future are available for development. They are:

- Become A Recreational Trail Hub
- Become the Most Beautiful City in Kentucky
- Become a Thriving Local Economic Center

Reality Check

Calvert City is fortunate to have an abundance of natural and economic resources. For the past several decades, the city has benefited from the visionary leadership of local leaders. With sustained success comes challenges – apathy, comfort and unrecognized shifting realities. Calvert City needs to embrace these challenges so that prosperity will continue for future generations. Here are the challenges:

- Industry-based Economy
- The Comfort Zone
- Getting Smaller
- Getting Older
The Big Picture

Reality Check

Industrial Realities
- A great economic engine
- Low unemployment
- Susceptible to “all the eggs in one basket” syndrome
- Young people don’t see opportunity
- Jobs could leave
- Outside perceptions

The Comfort Zone
- Apathy among residents
- Things will always be this good
- City is cash flush
- Let’s wait
- Missed opportunities

Getting Smaller
- Calvert City’s population is declining
- Continued decline expected through 2030
- Shrinking workforce
- Young people leaving and won’t return (though they’d like to)
The Big Picture

Getting Older

- Median age is 44
- Largest population segment will retire before the 2020 census
- Number of citizens over 65 living alone has tripled in the last 10 years

We Recommend

So What Should Calvert City Do?

- Refocus
- Reinvent
- Reimagine

Create a Second Economy!

We recommend that Calvert City refocus some of its economic development efforts on a “second” economy that is built on entrepreneurship, tourism, recreation and leisure. With the potential to annex Kentucky Dam Village State Park, the city can provide many local activities that improve the quality of life for its residents first. Then, the community can reimagine its future as a tourist destination through connecting trails, “whole community” marketing and provide amenities that no other city in the region can offer. The key to success in this endeavor is to fully leverage the small-town atmosphere that is the essence of Calvert City with the appeal of a huge playground at KDV. The city and state park must fully merge their assets and strengths to build a new brand.
Recreational Trail Hub

**Connect Calvert City to the Lakes, River and Paducah**

- Create a “Green Line” trail to Kentucky Dam Village State Park, the Tennessee River and Paducah
- Create a “Green Line” Trail Center on Main Street
- Link all three city parks to Green Line and each other

**Leverage Kentucky Dam Village**

- Bring the Village to Calvert City – Annex
- Embrace KDV as a fully-integrated part of the city
- Create a brand that ties the city and KDV
- Focus on advantages for local residents first
- Turn “local tourism” into “global tourism”
Connect Calvert City to Kentucky Dam Village
Alternative Transportation

Many local residents already use alternative modes of transportation including:
- Bikes
- Walking
- Golf Carts

One idea was to implement a “Complete Streets” plan. This concept may be possible in limited areas.

One alternative for narrow streets in older neighborhoods might be traffic-calming design in strategic locations. The city can easily test this concept by installing temporary buffers using 2x4 boards and building out from the curb. This method would be inexpensive and allow the public to provide feedback to the city.
The Most Beautiful City

**Develop Calvert City Art Trail**

Commission public art at key intersections creating a loop around town

**Calvert City in Bloom**

- Plant wildflowers along the interstate ramps that bloom from mid-March to mid-May

- Plant flowering trees on the art trail loop – that bloom from mid-March to mid-May
Thriving Local Economy

**Position Calvert City as the “authentic” place to stay and visit in the region**
- Build an economy catering to visitors
- Places to stay – locally owned B&Bs, micro-hotels
- Places to eat - restaurants featuring local food
- Create a community market
- Develop wayfinding plan for visitors

**Create a City Center Focal Point**
Spruce Up 5th Avenue

- Leverage relation to outdoor activities (biking, hiking, hunting, fishing, water sports) to build small businesses
- Outfitters, guides, equipment sales and repair, locally made gear
- Develop education curricula and mentorship programs to assist youth in developing businesses that support the brand identity
- Utilize access to high speed POP 3 to attract tech-based startups – sell small town quality of life in an outdoor setting with great education for children
- Recruit people with business ideas to further brand identity

**Fulfill Local Needs**
- Identify local service gaps
- What necessities for local residents and businesses are not provided locally
- Create list of job types that are needed and could be created locally
Thriving Local Economy

Address Medical Needs
- Is elder care being addressed sufficiently
- Need more medical specialists locally – perhaps a Physician’s Assistant
- Urgent Treatment Center
- Career training and opportunities for career paths locally

Address Housing Needs
- Start with a Housing Study
  - What’s needed?
  - Who is interested?
  - Where to build?
  - Price range?
  - Who are the local developers?
  - Are townhouses/condos the answer?
  - Can the community capture the upscale market?

Think BIG!

From the Port to the Park

Eco-Park at the River
- Develop an “Eco-industrial Park” concept for land designated by the Port Authority
- Connect this Eco-Park to I-24

Airpark at the State Park
- Work with the state to negotiate a sale of the airport to a private company
- Facilitate development of a “Western Kentucky International Airpark” cargo facility that links multi-modally to the existing industries in Calvert City as well as in the new Eco-Park
In Conclusion…

Calvert City has the leadership, resources and vision to successfully maneuver through the challenges of the 21st global economy. By taking appropriate steps now, the community can diversify its economy and minimize the impact of any market or financial shift. We appreciate and value the many individuals who took time to provide us information and participated in the listening and design sessions. We especially want to thank the city officials for the opportunity to serve the citizens of Calvert City. We also appreciate our design partner, Steve Austin, for his incredible conceptual photos and guidance throughout this process.

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