

CHAPTER 3:

GUIDING PRINCIPLES, VISION, GOALS & OBJECTIVES





■ GUIDING PRINCIPLES AND VISION

Through a series of community engagement workshops and sessions across Campbell County residents and stakeholders provided insight to help inform the vision for the County's next Comprehensive Plan. This shared vision is based upon the desire of the community to protect the richness and history of the County including its diverse natural resources and environment while creating a place where residents can age in place and future generations will have access to good jobs, homes, and schools.

The vision addresses how the County can prepare and address challenges for the next twenty years of change. The following guiding principles and vision help set the foundation that will ultimately guide the goals, policies, and implementation plan found within the Comprehensive Plan. As such, this will work to balance the needs of the community with realistic actions that will create a dynamic future for Campbell County.

GUIDING PRINCIPLES

Guiding principles are a keystone of every Comprehensive Plan as they provide the framework and direction for current and future leaders in decision-making, ensuring that all actions align with the overarching goals and values of the community. These guiding principles are critical for growing areas such as Campbell County, as they can serve as a roadmap towards balancing economic progress with environmental conservation and quality of life.

The following Guiding Principles represent the values and priorities that the County emphasizes throughout this Comprehensive Plan.



Property Ownership: The legal property rights of property owners are to be protected in accordance with local, state, and federal law. Private property interests are to be balanced with the health, safety, environment, and welfare of the community including negative impacts that may result from conflicting or unmanaged land uses.



Community Engagement: The goals and objectives were summarized from previous plan updates and validated by a varied cross section of residents, community, and economic leaders.



Economic Considerations: These goals and objectives serve as a guide with decisions based on economic benefits, sustainability, and conditions. Strong public-private and intra-governmental cooperation is highly encouraged.

VISION

Visioning is a important aspect of any long-range or Comprehensive Planning effort. The following vision statements were crafted through the in-person engagement efforts along with the comments and thoughts received from the County's residents and stakeholders from the County-wide community survey. These statements set forth a community-driven direction that acts as the north star to prioritize resources, ensuring that that future development aligns with the goals of the Comprehensive Plan.

- Promote meaningful opportunities for people to live, learn, work, play, worship, and achieve their goals.
- Encourage forums and opportunities for meaningful participation to allow the County and its cities to make informed decisions based upon regular public input.
- Capitalize on the strong partnership with our educational institutions and library systems to promote strong educational programs and lifelong learning, to foster economic growth.
- Cultivate a thriving business environment that provides an extensive range of economic development and employment opportunities for residents.
- Empower our agricultural enterprises to find success in both traditional farming and agritourism.
- Provide a variety of quality housing options for all life phases and income levels to support our communities.
- Foster active and passive recreational opportunities that link our neighborhoods with the County's broader open space network to give residents and visitors a variety of recreational choices.
- Continue collaborations between County and city/ municipal governments on critical issues to establish healthy and vibrant communities.
- Deliver a transportation system that is safe, efficient, environmentally sustainable, and fiscally responsible that supports economic growth and enhances quality of life.





GOALS AND OBJECTIVES

The Guiding Principles and Vision provide the framework as to how the community wishes to see the County evolve over the next twenty years and the principles that should be maintained to reach that vision. This section builds upon those by providing a series of Goals and Objectives that will bring forth that vision. The goals and objectives for each element (or goal topic area) have been developed based upon findings on trends, as well as engagement from the various outreach activities including survey responses, visioning sessions, and goals and objectives workshops.

The next section includes the Implementation Plan to be undertaken to support these goals and objectives. The implementation plan will assist the County in identifying priorities for our annual work programs through a breakdown of actionable steps that can be easily referenced and tracked for ongoing maintenance.

ECONOMIC DEVELOPMENT, EMPLOYMENT, AND EDUCATION

GOAL Encourage the retention and expansion of existing businesses, stimulate entrepreneurial innovation, and attract new investments to enhance the County's economic vitality.

Objectives

- Identify and support opportunities to attract targeted economic sectors, including technology, education, research, and light industry.
- Invest and coordinate infrastructure, transportation, and compatible land use plans to support and grow the County's economic base.
- Cultivate a culture that allows existing establishments to grow in place, draws new businesses to the County, and encourages more homegrown enterprises.
- Support the cooperative efforts of the Campbell County Economic Progress Authority and its regional partners.
- Streamline the approval processes and minimize barriers to high-value growth and development.
- Provide flexibility in zoning regulations that allow for low-impact non-residential uses to occur in and around residential areas.
- Balance regulatory controls to meet the needs and trends of the market to provide long-term stability and investment opportunities.

GOAL Increase access to employment opportunities in the County that equip residents with the education and skills needed to achieve high quality, living wage jobs.

Objectives

- Support programs by the County's educational institutions that help residents meet regional employment needs while also promoting workforce training options outside of traditional means of education.
- Support lifelong learning opportunities, including vocational training and adult education.



HOUSING AND RESIDENTIAL DEVELOPMENT

GOAL Foster a safe, healthy, and attractive environment for the County's residents.

Objectives

- Facilitate neighborhoods and mixed-use developments that promote a sense of community and provide employment, recreation, education, and service options.
- Employ performance standards for housing development that consider the impacts on water and sanitary sewer needs, traffic congestion, and open space preservation.
- Address dilapidated housing through property maintenance enforcement and redevelopment initiatives.
- Utilize land use regulatory tools to protect residential uses from the intrusion of adjacent noncompatible uses.

GOAL Address the County's housing challenges.

Objectives

- Allow for a variety of densities and housing types that can facilitate more housing options for a wider range of household sizes, age groups, demographics, and income levels.
- Encourage reuse of Campbell County's older housing stock to support existing neighborhoods in both suburban and rural areas.
- Promote in-fill development by aligning dimensional zoning criteria with the built environment.
- Promote opportunities for housing near retail and commercial services.

GOAL Promote an effective balance between planning for new growth and preserving the rural areas of the County.

Objectives

- Minimize the impact on the County's natural resources in rural areas by focusing residential development in areas that require minimal extensions of public infrastructure.
- Support the efforts of the Campbell Conservancy and Campbell County Conservation District to preserve the County's natural resources.

PUBLIC HEALTH AND SAFETY

GOAL Promote and protect the health, well-being, and safety of residents.

Objectives

- Support passive and active recreation areas and facilities to sustain, retain, and attract residents, visitors and businesses.
- Promote the sharing of information, resources, and ideas to evaluate future health care needs and assets.
- Encourage neighborhood recreation and open space as an integral part of residential development plans.
- Explore innovative designs and alternatives that promote livability for all, including our aging population.
- Maintain effective public safety through cooperation with Fire Districts, Police Departments, Emergency Management, and other related local, state, and federal agencies.



CULTURAL AND RECREATIONAL FACILITIES

GOAL Elevate Campbell County's cultural facilities to attract and retain residents and businesses.

Objectives

- Raise awareness and support for the creation, preservation, and expansion of both public and private cultural institutions.
- Promote historic sites as a cultural amenity and source of local heritage.
- Foster the placement and design of high-quality gathering places, festival areas, and entertainment facilities.

GOAL Support initiatives for the development of a regional and integrated system of parks, trails, tourist destinations, and recreation facilities.

Objectives

- Advocate for safe, convenient, and equitable access to parks, natural areas, trails, and recreational opportunities.
- Seek out new opportunities for recreational access to the Ohio and Licking Rivers.
- Promote public-private partnerships that diversify community services and programs, provide open spaces, and enhance the quality of life for residents.
- Maintain an open dialog with residents to provide recreation facilities that are responsive to community interests and needs.
- Preserve and expand parklands and facilities with careful management of natural areas to protect unique habitats and offer residents an opportunity to connect with nature.

NKU Library in Highland Heights

W. FRANK STEELY LIBRARY

NKU

PUBLIC INFRASTRUCTURE AND UTILITIES

GOAL Promote a dependable and adequate supply of essential utility services to the population as economically and effectively as possible.

Objectives

- Coordinate the efficient use of utility infrastructure within the County.
- Promote the use of economically feasible, innovative technologies to address utility needs where public infrastructure extension is impractical.
- Strive for efficient and responsible energy and resource consumption.
- Employ strategies to manage stormwater impacts in urban, suburban, and rural areas in a sustainable way.
- Encourage and assist public utilities to address deficiencies in underserved areas, meet the needs of future growth, and enhance the quality of life.
- Advocate for reliable utility service that balances safety, health, environmental impact, and aesthetic compatibility with surrounding areas.

GOAL Cultivate a balanced transportation system that serves existing and future needs.

Objectives

- Encourage an efficient roadway network by addressing gaps, inefficiencies, and deficiencies in the system.
- Promote efficient interconnectivity within developments.
- Collaborate with the Kentucky Transportation Cabinet to enhance compatibility of interstate and state road improvements with existing and future development.
- Support the expansion of coverage and special services by transit providers.
- Encourage economically feasible and practical non-motorized transportation options in development and transportation corridor improvements.
- Promote development patterns and transportation infrastructure that embraces emerging technologies and supports connectivity for all travel modes.
- Enhance pedestrian experience through new amenities in development projects and improved trail systems in both current and future park land.



INTERAGENCY COOPERATION

GOAL Foster cooperative governance between Campbell County, its municipalities, neighboring counties, and other agencies.

Objectives

- Facilitate community coordination regarding planning, transportation, and infrastructure efforts.
- Respect and support the land use plans and planning efforts of surrounding cities and counties.
- Participate in the adopted regional initiatives advanced by public partner agencies, chambers, conservancies, educational facilities, and transportation and utility providers.
- Promote clarity and transparency in decision-making processes.

GOAL Advocate for high-quality community facilities and public services.

Objectives

- Implement technology to enhance accessibility of government services and facilities.
- Collaborate with regional partners to site essential public facilities in an equitable and practical manner.
- Assist planned and existing public facilities to balance sustainability, cost-effectiveness, equity, and aesthetics while providing residents with safe and reliable spaces.



LAND USE AND ZONING

GOAL Promote quality developments that preserve the County's vision.

Objectives

- Foster future development and redevelopment that highlights the County's natural and livable environment.
- Encourage practical regulatory strategies, which foster investments, resilient development, flexibility, and balanced land uses.
- Work to preserve the identity and character of rural areas through compatible transitions between urban and rural areas.
- Employ risk mitigation efforts in unstable soil and special flood hazard zones to protect public infrastructure, private property, and the environment.
- Make development decisions that consider the County's fiscal position and public service delivery.

GOAL Provide a path for business growth and economic development.

Objectives

- Foster infill redevelopment and reinvestment, minimizing vacant urban land, and improve underutilized properties.
- Encourage development patterns that support walkable access to goods, services, entertainment, and recreation.
- Enhance community character by leveraging key corridors, activity centers, and commercial districts to boost economic opportunity, equity, sustainability, and connectivity.





AGRICULTURE AND CONSERVATION

GOAL Support the preservation and growth of the County's farms and agricultural enterprises.

Objectives

- Pursue agricultural land preservation and expansion through education, targeted conservation efforts, creative regulatory controls, and programming that allows existing farms to thrive.
- Maintain viable agricultural land and heritage by engaging the farm community to balance agricultural operations with external conflicts in land use decisions.
- Help local municipalities develop land use regulations for the emerging agricultural tourism industry and agriculture related business opportunities.
- Support the cultivation of environmentally sustainable crops, products, and operations.

GOAL Protect, conserve, and enhance the County's natural environment.

Objectives

- Promote the use of open space, non-invasive landscaping and trees, and other natural features in new developments.
- Cultivate public awareness and support conservation initiatives for preserving the natural environment.
- Utilize innovative tools and data to manage energy, water consumption, and stormwater.
- Foster the reforestation of non-utilized areas.
- Encourage the County's built and natural environments to function in complementary ways and increase resiliency to severe weather events and natural hazards.