October 29, 2026

Campbell County & Municipal Planning and Zoning Commission
1098 Monmouth Street, Suite 343
Newport, KY 41071

Comprehensive Plan Update – Revised Goals and Objectives.

The Campbell County Planning & Zoning staff requests the consideration of revised Goals and Objectives related to the ongoing Comprehensive Plan Update.

This meeting was advertised as a public hearing with comments from the public being encouraged.

Attached is a summary sheet of the adopted 2015 Goals and Objectives and the DRAFT 2026 Goals and Objectives. *We had been asked to put these versions into a comparable format.*

Following review, staff recommends that the Commission consider that

- The Vision be formatted into a STATEMENT which promotes the County.
- The Goals be edited for redundancy and focus.
- The Objectives be edited for redundancy and focus.

Once a revised text is established, staff recommends that the Goals and Objectives be adopted and forwarded to the appliable jurisdictions for their consideration.

If you have any questions regarding this matter, please do not hesitate to contact us at (859) 292-3880.

Campbell County and Municipal

Comprehensive Plan Update 2015

Vision

Campbell County is a dynamic community that provides meaningful opportunities for all people in which to live, learn, work, play, worship, and achieve their goals. The County promotes lifelong learning, innovative enterprises, quality neighborhoods, agricultural heritage, diverse recreational opportunities, environmental balance, and participatory governance. We draw from the strength of our rich history of values, creativity, and decisions to realize the vision for Campbell County.

- *Campbell County's citizens participate actively in county governance. We have a government that makes wise decisions and provides leadership to keep the community focused on realizing the goals expressed in our vision.*
- *Campbell County promotes lifelong learning through strong public and private educational programs. We capitalize on the strong partnership with our schools, community colleges, university, and library system to use education and knowledge-based enterprises to leverage our economic growth.*
- *Campbell County enjoys a growing business community that provides an extensive range of economic development and employment opportunities for our citizens. Our agricultural enterprises are thriving because of new and innovative aspects, including success in agritourism.*
- *Campbell County offers a variety of housing options for people in all life phases spanning a wide income level. We have a diversified mix of high quality housing to support the educational and economic objectives of our community.*
- *Campbell County provides active and passive recreational opportunities that link our neighborhoods into a broader open space network. Our growing green infrastructure network interlaces with parks, trails, walkways, bike paths, playgrounds, bridle trails, golf courses, and sports complexes.*
- *Campbell County government, both municipal and county, works together harmoniously to focus on the many strengths of the various communities to produce a vibrant whole.*

The Campbell County and Municipal Planning and Zoning is comprised of unincorporated Campbell County and the Cities of Crestview, Silver Grove, Southgate, Melbourne, and Woodlawn.

Goals

Goal: Land Use

Balance existing and future land use patterns to provide various well-planned, high quality, and effective developments.

Goal: Intergovernmental Cooperation

Encourage and promote cooperative governance through effective and responsible communication and coordination within the County, its Cities, the neighboring Counties, utility, and regulatory agencies.

Goal: Economic Development and Employment

Evaluate and encourage compatible investments, which will increase quality employment opportunities for the residents of the County and its Cities.

Goal: Educational Opportunities

Attract, enhance, and maintain quality, comprehensive, and innovative educational opportunities within the County.

Goal: Agricultural Development

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

Goal: Residential Development

Foster a safe, healthy, attractive and life-long residential environment for Campbell County's residents.

Goal: Environmental Stewardship

To excel in balancing, managing, protecting, conserving, and enhancing the County's natural environment.

Goal: Public Health

Promote and protect the health and well-being of the residents of Northern Kentucky and Campbell County.

Goal: Cultural Resources

Foster the placement, design, and access of cultural facilities to sustain the County's ability to attract and retain residents and businesses.

Goal: Public Utility Services

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

Goal: Transportation Services

Promote a balanced transportation system, which serves existing and future needs by integrating a variety of local and regional transportation modes.

Each goal embraces the following guiding principles:

- 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.

Your feedback on the comprehensive plan update is highly encouraged. Comments can be sent to CC&MP&ZC, 1098 Monmouth Street, Suite 343, Newport KY 41071; emailed to planupdate@campbellcountyky.org; or call (859) 292-3880.

Goal: Land Use

- Cultivate future development and redevelopment, which reinforces the County's high quality natural and livable environment through its buildings, site development, traffic patterns, signage, and landscaping.
- Encourage practical regulatory strategies, which foster investments and preclude incompatible land uses.
- Effectively manage potential conflicts from proposed development through functional and attractive transitions between land uses.
- Foster infill redevelopment and reinvestment, minimizing vacant urban properties, and improving underutilized properties for higher and better uses.
- Maintain viable agricultural and environmental land and heritage by engaging the farm community in the decision processes.
- Evaluate and implement strategies to balance development and mitigate risk to public infrastructure, private property and environmental degradation within unstable soils and special flood hazard zones.

Goal: Intergovernmental Cooperation

- Actively participate in community coordination regarding planning, transportation, and infrastructure to provide an attractive, cost effective, and well-functioning environment.
- Respect and support the various land use plans and planning efforts as may be adopted by the surrounding Cities and Counties.
- Participate in the adopted regional initiatives advanced by public partner agencies, chambers, conservancies, educational facilities, transportation, and utilities.
- Enhance the accessibility of government services by managing facility locations, mapping, information dissemination, and use of technology.
- Maintain an effective program of public safety through effective cooperation with Fire Districts, Police Departments, Emergency Management, and other related local, state, and federal agencies.

Goal: Economic Development and Employment

- Identify and support opportunities to attract high quality office, technology-related, education, research, and light industry balanced with infrastructure, transportation, and compatible land uses.
- Support programs that facilitate entrepreneurship, business incubators / accelerators, and expansion of existing operations, particularly in fields identified as emerging economic development opportunities.
- Support quality educational and workforce training, such as those provided by Northern Kentucky University, Gateway Community College and Campbell County Area Technology Center, thereby strengthening an employee talent pool that is well prepared to meet the County and regional employment needs.
- Assist with the efforts of Campbell County Economic Progress Authority and Northern Kentucky Tri-County Economic Development Corporation to enhance the business climate and foster a spirit of regional cooperation.
- Support partnerships which promote practical and economically feasible improvements and expansion to our infrastructure.
- Stream the development process and minimizing barriers to implementation to foster high-value growth in the construction industry.

Goal: Educational Opportunities

- Support the implementation of initiatives for achievement by providing a variety of educational opportunities to serve the unique needs, desires, and interests of the population.
- Increase public awareness of the rich variety of educational resources available through regional training and enrichment programs, as well as its formal educational resources.
- Facilitate communication and coordination amongst our centers of learning, including school providers, libraries, healthcare, and recreation facilities.
- Support and balance development patterns with investments and initiatives in our public and private educational facilities.

Goal: Agricultural Development

- Support the preservation and growth of working farms and agricultural enterprises.
- Utilize available local, state, and regional resources for agricultural land preservation and expansion through education, economic viability, and applicable land use regulations.
- Recognize right-to-farm protections in appropriate areas to balance agricultural operations with external conflicts.
- Facilitate land use regulations which encourage, support, strengthen and capitalize emerging agricultural tourism industry and agriculturally related business opportunities.

Goal: Residential Development

- Encourage a variety of densities and housing types that will provide options for a range of household sizes, age groups, and income levels to promote a high quality environment.
- Facilitate neighborhood-scale and mixed-use developments that promote a sense of community and provide housing, employment, recreation, community gathering, educational, and service options.
- Encourage the continued reuse of Campbell County's housing stock to support improvements to existing residential neighborhoods in both suburban and rural locations.
- Utilize performance standards for housing development that incorporate the effects on water and sanitary sewer needs, traffic congestion, and open space preservation.
- Address dilapidated and unfit housing through property maintenance enforcement and redevelopment initiatives.
- Utilize land use regulations and regulatory tools to protect residential land uses from the intrusion of incompatible land uses.

Goal: Environmental Stewardship

- Include and maintain appropriate and economically feasible, levels of open space, landscaping, trees, and other natural features in conjunction with all development or redevelopment.
- Foster public awareness and support conservation initiatives for preserving the natural environment, including soil conservation, hillside stabilization, natural storm water management, and the protection of environmentally sensitive features.
- Utilize innovative planning tools and existing scientific and economic data to help the County adequately consider methods of managing energy, water consumption and stormwater management.
- Support feasible and practical agricultural transitions to environmentally sustainable crops, products, and operations.
- Manage development and redevelopment near our rivers and within our watersheds to maintain and increase environmental quality and natural community amenities.
- Reflect a practical and economically viable balance between property rights and the protection of the environment and community-at-large.

Goal: Public Health

- Foster impactful quality passive and active recreation facilities to sustain, retain, and attract residents and businesses.
- Promote the sharing of information, resources, and ideas to evaluate future health care needs and assets.
- Plan and collaborate with public health services for a safe and healthy community.
- Encourage neighborhood recreation and open spaces as an integral part of residential development plans.
- Support innovative designs, which promote livability for all ages, including our aging population.

Goal: Cultural Resources

- Raise awareness and support the creation, preservation, and expansion of public and private cultural and historic facilities.
- Support the revitalization efforts of our public parks and recreation facilities for people of all ages.
- Support impactful initiatives for a regional and integrated system of parks, trails, and tourist destinations.
- Foster the placement and design of high-quality gathering places, festival areas, and entertainment facilities.

Goal: Public Utility Services

- Coordinate the efficient use of utilities, including sanitary sewer, storm water, and water infrastructure within the County.
- Support innovative financing and design to promote utility investments, including water and high-speed communication infrastructure to underserved areas.
- Encourage economically feasible innovative technologies to address utility needs where public infrastructure extension is impractical due to topography, environmental characteristics, and other concerns.
- Employ strategies to manage stormwater impacts in urban, suburban, and rural areas through Zoning and Subdivision Regulations.

Goal: Transportation Services

- Facilitate and support an efficient roadway network by addressing gaps, inefficiencies, or deficiencies in the system.
- Collaborate with the Kentucky Transportation Cabinet to enhance compatibility of interstate and state road improvements with existing and future development.
- Support funding and enhancements in overall coverage, mode choice, and special services by transit providers.
- Support impactful non-motorized transportation options in development and transportation corridor improvements.

DRAFT Campbell County and Municipal

Comprehensive Plan Update 2026

The Campbell County and Municipal Planning and Zoning is comprised of unincorporated Campbell County and the Cities of Crestview, Silver Grove, Southgate, Melbourne, and Woodlawn.

Vision

Campbell County is a dynamic community that provides meaningful opportunities for all people in which to live, learn, work, play, worship, and achieve their goals. The County promotes lifelong learning, innovative enterprises, quality neighborhoods, agricultural heritage, diverse recreational opportunities, environmental balance, and participatory governance. We draw from the strength of our rich history of values, creativity, and decisions to realize the vision for Campbell County.

- *Campbell County's citizens participate actively in county governance. We have a government that makes wise decisions and provides leadership to keep the community focused on realizing the goals expressed in our vision.*
- *Campbell County promotes lifelong learning through strong public and private educational programs. We capitalize on the strong partnership with our schools, community colleges, university, and library system to use education and knowledge-based enterprises to leverage our economic growth.*
- *Campbell County enjoys a growing business community that provides an extensive range of economic development and employment opportunities for our citizens. Our agricultural enterprises are encouraged to find success in both traditional framing and agritourism.*
- *Campbell County offers a variety of quality housing options for people in all life phases spanning a wide income level.*
- *Campbell County fosters active and passive recreational opportunities that link our neighborhoods into a broader open space network, giving residents and visitors a variety of recreational choices.*
- *Campbell County seeks to deliver a transportation system that is safe, efficient, sustainable, and fiscally responsible that supports economic growth and enhances quality of life.*
- *Campbell County government, both municipal and county, works together harmoniously to focus on the many strengths of the various communities, address critical issues and maintain a healthy and vibrant whole.*

Goals

Goal: Economic Development, Employment, and Education

- Encourage the retention and expansion of existing businesses, stimulate entrepreneurial innovation, and attract new investments to enhance the County's economic vitality.
- Increase access to employment opportunities in the County that equip residents with the education and skills needed to achieve high quality, living wage jobs.

Goal: Housing and Residential Development

- Foster a safe, healthy, attractive and life-long residential environment for Campbell County's residents.
- Address the County's housing challenges.
- Promote an effective balance between planning for new growth and preserving the rural areas of the County.

Goal: Public Health and Safety

- Promote and protect the health and well-being of the residents of Northern Kentucky and Campbell County.
- Support initiatives for the development of a regional and integrated system of parks, trails, tourist destinations, and recreation facilities.

Goal: Cultural and Recreational

- Elevate Campbell County's cultural facilities to attract and retain residents and businesses.
- Support initiatives for the development of a regional and integrated system of parks, trails, tourist destinations, and recreation facilities.

Goal: Public Infrastructure and Utilities

- Promote a dependable and adequate supply of essential utility services to the population as economically and effectively as possible.
- Cultivate a balanced transportation system that serves existing and future needs.

Goal: Interagency Cooperation

- Foster cooperative governance between Campbell County, its municipalities, neighboring counties, and other agencies.
- Advocate for high-quality community facilities and public services.

Goal: Land Use and Zoning

- Promote quality developments that preserve the County's vision.
- Provide a path for business growth and economic development.

Goal: Agricultural and Conservation

- Support the preservation and growth of the County's working farms and agricultural enterprises.
- Protect, conserve, and enhance the County's natural environment.

Each goal embraces the following guiding principles:

- 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.

Goal: Economic Development, Employment, and Education

- 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.

- 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.

Goal: Housing and Residential Development

- Facilitate neighborhoods and mixed-use developments that promote a sense of community and provide employment, recreation, education, and service options.
- Employ performance maintenance enforcement 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 and redevelopment initiatives.
- Utilize land use regulatory tools to protect residential uses from the intrusion of adjacent noncompatible uses.

- 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.

- 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.

Goal: Public Health and Safety

- 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.

Goal: Cultural and Recreational

- 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.

- 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.
- Preserve and expand parklands and facilities with careful management
- 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.

Goal: Public Infrastructure and Utilities

- 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.

- 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.

Goal: Interagency Cooperation

- 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.
- 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.

Goal: Land Use and Zoning

- 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.

- 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.

Goal: Agricultural and Conservation

- 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.

- 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.