



CHAPTER 1 INTRODUCTION

This Plan is intended to provide a basic policy framework to manage and direct future development in Campbell County. It is designed to deal with issues that are immediate in nature as well as to provide for longer range actions and policies. As such, this plan is intended to address the County's needs through 2025 and provide the county with a means to ensure orderly, managed growth and development throughout the planning period. While the results of the planning process identifies strategic growth, the general theme of the plan, based on feedback, is that the County should strive to preserve and enhance the present "character" of the County and improve the quality of life for residents. Along these lines, the County should adopt a managed growth policy towards the use of land over which it has zoning authority and directed to the most appropriate areas whether working in tandem with other jurisdictions or directing that managed growth into areas of unincorporated Campbell County.

This plan should be used as one basis for County action and decisions used to evaluate the merits of proposals that will be presented by the private sector over time. While it is impossible to anticipate all possible future development scenarios, problems or opportunities, County residents, the Planning Commission and the Fiscal Court will be faced with development issues that could affect the quality of life in the County. This Plan, in particular its' Goals and Objectives, should provide guidance in decision making and establish a basis for evaluating such proposals.

Throughout most of its history, unincorporated Campbell County has been characterized by a number of small rural developments located among actively farmed areas, around hillsides, along the Licking and Ohio Rivers and in extensive natural areas despite being located south of the Cincinnati metropolitan area. Campbell County has been long proud of its rural image, its historical heritage and quality of life and has actively sought to preserve the rural character through previous comprehensive planning efforts.

As urban populations continue to seek a rural quality of life, lower taxes and lower housing costs, Campbell County is continuing to face increasing development pressures. This Comprehensive Plan seeks to establish the foundation to manage such growth in a fiscally responsible manner that meets the visions, goals and objectives of the citizens of Campbell County.