

**COMPREHENSIVE PLAN  
2017 UPDATE  
VISION, GOALS & OBJECTIVES**



**CITY OF BELLEVUE**

CAMPBELL COUNTY, KENTUCKY

PREPARED BY:  
THE CITY OF BELLEVUE  
JUNE 2017

## **BACKGROUND**

City staff has been working on updating the city’s Comprehensive Plan over the past year. The Planning Commission convened a working group, the Comprehensive Plan Task Force to oversee the drafting of new goals and objectives. Staff worked with the Northern Kentucky Area Development District to develop the updated goals and objectives.

In July 2014, the city hosted a public workshop to gather input to draft the new goals and objectives. These were presented to members of the Task Force in August 2014. This final draft is what has been modified coming out of the Task Force and from City of Bellevue staff and presented in the Fall 2014. Since presented to the Commission in the Fall 2014, staff has further reflected, refined and reformatted the document for easy of understanding and use.

## **STATE STATUE REQUIREMENTS**

The City is required to readopt the Goals and Objectives for its Comprehensive Plan every five years as required by KRS 100.

## **DISCUSSION**

The language and structure of the plan reflects the extensive input of the public in the planning process. The revised document is a more concise document than the previous adopted goals. The intent of this structural revision was to eliminate areas of overlap as well as provide direction for future development and policy for the city.

## **RECOMMENDATION**

Staff recommends that the proposed Goals and Objectives be **APPROVED** and forwarded to City Council with a recommendation for approval.

Respectfully submitted,

K. Scott Enns  
Zoning Administrator



## CHAPTER ONE | Comprehensive Plan Goals and Objectives

Kentucky statutory law requires the Bellevue Planning & Zoning Commission to enact and periodically revise the City's Comprehensive Plan. The law requires the adoption of goals and objectives for the Comprehensive Plan by the local legislative body.

The Comprehensive Plan serves as the principal guide for planning and zoning decisions and for development in the City.

In accord with statutory law, this chapter of the Comprehensive Plan sets forth the goals and objectives.

The goals and objectives are intended to capture two levels of specificity.

Goals are broad ideals developed by a planning process. Objectives are more concrete concepts enacted in service of the goals.

The Bellevue Planning & Zoning Commission and the Bellevue City Council hereby adopts the goals and object objectives as described herein.

## PREAMBLE

Bellevue, Kentucky, is a compact city situated between Newport and Dayton along the Ohio River due south of Cincinnati.

Bellevue strives to use its historical, cultural, and geographical assets to attract residents, businesses, and visitors.

This document, known as the Comprehensive Plan, is intended as a guide to future development.

The Plan was drafted with community participation and from planning concepts from many sources around the region and across the country.

The Plan sets forth the path for Bellevue to:

- Elevate the quality of life for its residents;
- Encourage diverse transportation choices;
- Enhance the quality, type, and supply of housing choices;
- Restore, preserve, redevelop, retrofit, and adaptively re-use Bellevue's historic buildings;
- Support an economically sustainable city;
- Promote environmental viability;
- Create places and spaces to attract residents, business, and visitors.



# VISION STATEMENT

Thriving businesses, historic character, a friendly community, and great places – this is Bellevue.

The City is a safe and inviting place for people of all ages and backgrounds to live, work, shop, and play. Bellevue has formidable assets – its proximity to the Ohio River, its location at the heart of a major metropolitan area, intimate and historic neighborhoods, and vibrant commercial districts.

The City has energetic community involvement and strong schools, public and parochial. Bellevue has responsible, responsive city government, which provides excellent services.

Bellevue embraces the civilizing possibilities of urban life.

## 1. QUALITY OF LIFE | A Place for Everyone

**GOAL:** *To make a city that values diversity and inclusiveness in a family-friendly environment that nurtures children and welcomes newcomers.*

### **OBJECTIVES:**

#### **A. CREATING A COLLABORATIVE COMMUNITY**

- i. Civic Engagement. To promote a city where citizens are involved in the political process, policy-making, and community development.
- ii. Diversity. To grow a community that values diversity – social, racial, ethnic, demographic.
- iii. Thriving. To identify, create, promote, and sustain partnerships and opportunities for individual fulfillment.
- iv. Versatile. To create a community where everyone can live, work, play, and create.
- v. Gathering. To identify, create, promote places and spaces for civic activity.

**B. YOUTH AND FAMILY.** Accessibility, partnerships, and opportunities for skill development are essential for healthy and fulfilled children.

- i. Financial Stability. Provide for programs and services of city government that can be sustained for their useful life.
- ii. Partnerships. Find collaborators whenever possible to enhance services to families with children.
- iii. Accessibility. To broaden the availability of services to families with children.
- iii. Skill Development. Promote parental skill development.

## 2. GOVERNANCE | Prosperity and Community Engagement

**GOAL:** *For Bellevue to be a safe, cohesive community; for it to be a city where businesses prosper and neighborhoods thrive.*

**OBJECTIVES:**

- A. EXTERNAL PARTNERS.** Recruit and develop collaborators from outside Bellevue.
  - i. Transparency. To keep current in the evolving world of information technology in order to publicize Bellevue.
  - ii. Collaboration. Engage all Bellevue stakeholders, including those from outside the City, in public participation and consultation.
  - iii. Promotion. Develop a marketing and branding strategy that integrates Bellevue's distinctive characteristics with market trends.
- B. CITY GOVERNMENT.** Maintain optimum political and financial stability.
  - i. Sustainable Finances. Allocate city resources among, social, economic, and environmental priorities.
  - ii. Small Business Development. Identify and promote incentives and resources to encourage entrepreneurs and to cultivate a diverse and complementary neighborhood business environment.
  - iii. Residential Development. Identify and promote resources and incentives for housing opportunities throughout Bellevue.
- C. BUSINESS DEVELOPMENT.** Identify and promote economic opportunity.
  - i. Local Business. Identify and promote resources and incentives to encourage the retention and expansion of traditional local businesses while at the same time to encourage development in new and emerging business sectors.
  - ii. Entrepreneurs. Identify and promote resources and incentives to promote entrepreneurship.
  - iii. Partnerships. Identify and promote resources and incentives that promote business innovation and collaboration.
  - iv. Technology. Foster the continuous improvement of Bellevue in the technological universe. A reliable digital infrastructure is fundamental to economic development. A high level of technological competence should be part of Bellevue's plan for economic growth.
- D. CITIZENS.** An engaged community values health, safety, and creativity.
  - i. Holistic. For the community to be engaged creatively, mentally, physically.
  - ii. Safety. A safe community is a prerequisite for Bellevue's social, cultural, and economic development
  - iii. Public Health. Identify and promote resources to make Bellevue a healthier and more long-lived community.

### 3. TRANSPORTATION AND CIRCULATION | Getting Around

**GOAL:** *To develop and maintain all modes of transportation needed for an inclusive, connected community. Bellevue’s transportation network links local and regional partners to build and maintain streets and roads, sidewalks, bicycle amenities, and other choices in getting around.*

**OBJECTIVES:**

- A. REGIONAL TRANSIT.** Develop and sustain regional transit connections.
  - i. Partnerships. Identify, develop, and strengthen partnerships with regional transportation organizations and initiatives.
  - ii. Implementation. Support the construction of Riverfront Commons, and uninterrupted 11-mile bike/hiking route across Dayton, Bellevue, Newport, Covington, Ludlow, and Bromley.
  - iii. Advocacy. Aggressive, effective advocacy for Bellevue’s interests among local, regional, statewide, and national decision-makers concerning the location and configuration of interstate ramps and interchanges.
- B. THE LOCAL SYSTEM.** Develop a network that accommodates multiple modes of transportation to modify the impact of the automobile.
  - i. Plan. Develop and implement a street improvement program to integrate all modes of transportation.
  - ii. Parking. Develop a parking program to integrate various modes of transportation.
  - iii. Alternative Modes. Identify and promote alternative modes of getting around.
  - iv. Multi-Modal. Promote a transportation system that
    - Improves daily travel conditions;
    - Applies standards of sustainability;
    - Mitigates traffic congestion;
    - Improves air quality;
    - Saves energy.
- C. NON-MOTORIZED.** Encourage non-motorized ways of getting around the city.
  - i. Network Systems. Improve cohesion among neighborhoods, businesses, and schools with a network of streets and roads, greenways, sidewalks, bike facilities, and public transportation.
  - ii. Cycling. Sustain the Bike Sharing Program in concert with regional partners.

## 4. LAND USE & DEVELOPMENT | Good Places, New Spaces

**GOAL:** *To develop and promote an approach to land use that celebrates historic neighborhoods, landmarks, and architectural styles, and encourages contemporary mixed-use development.*

**OBJECTIVES:**

- A. MANAGEMENT.** Harmonize Bellevue’s built environment with its limited land resources.
  - i. Land Use. To employ development density, topographic assets, and land-use planning to create spaces and places that promote civic bonds, aesthetic beauty, and economic prosperity.
- B. POLICY.** Avail Bellevue of contemporary planning techniques.
  - i. Financing Tools. Employ initiatives such as tax increment financing (TIF) to promote infrastructure development; support private infill development and major economic development projects; leverage incentives to stimulate private development; target these areas for investment: Riviera Drive, the riverfront, Donnermeyer Drive, and Fairfield Avenue.
  - ii. Planning. Identify and promote a planning framework that coordinates transportation, housing policy, and investment in harmony with Bellevue’s natural resources.
- C. DESIGN.** Use place-making planning techniques to create and maintain vital public gathering spaces in Bellevue.
  - i. Art. Incorporate the visual and performing arts into Bellevue’s places and spaces.
  - ii. Civic Spaces. Create civic places and spaces for community gatherings and cultural events.
  - iii. Parks. Secure the resources necessary for the continuous improvement of tot lots, pocket parks, greenspaces, playgrounds, athletic facilities, and recreational equipment throughout Bellevue.

## 5. HISTORIC PRESERVATION| Valuing Our Treasures

**GOAL:** *To celebrate Bellevue’s architectural legacy by continuous improvement in services, standards, controls, and incentives to encourage restoration, rehabilitation, retrofitting, and adaptive re-use of historic buildings and neighborhoods.*

**OBJECTIVES:**

- A. HERITAGE.** Harmonize Bellevue’s unique social, cultural, and historical character.
- B. PRESERVATION.** To emphasize the preservation and renewal of historic districts, streetscapes, and buildings in
  - i. Place-making;
  - ii. Economic development;
  - iii. Environmental sustainability.
- C. MANAGE HISTORIC ASSETS.** To preserve the Fairfield Avenue and Taylor’s Daughters historic through development strategies, physical improvements, and contemporary techniques in public relations. These objectives are to be accomplished by:
  - i. Maintaining historic areas as socially diverse, pedestrian friendly, and readily accessible;
  - ii. Identify and adapt to the evolving nature of commercial, residential, cultural, and social development in the promotion of economic vitality in historic neighborhoods;
  - iii. Inventorying, identifying, and documenting historical assets and noteworthy archaeological sites;
  - iv. Explore the potential for expansion of Bellevue’s historic districts, and, when appropriate, promote Bellevue buildings for listing on the National Register of Historic Places.
- D. EDUCATION.** To develop City policy to identify historically significant sites and structures, and to protect them once they are identified.

## 6. HOUSING | Shelter for Life

**GOAL:** *To promote attractive, affordable housing opportunities in safe neighborhoods.*

**OBJECTIVES:**

- A. EXISTING HOUSING STOCK.** Encourage investors and property owners, including new arrivals, to restore and rehabilitate existing stock.
- B. HISTORIC HOUSING STOCK.** Identify historically significant residential buildings, and engage in a continuous effort to restore and rehabilitate them.
- C. FUTURE STOCK.** Promote the development of attractive, affordable housing choices in free-standing houses, townhouses, condominiums, and apartments.
- D. RENTAL PROPERTY.** Encourage developers, owners, managers, and residents to collaborate in delivering to Bellevue attractive, durable, well-maintained rental housing in safe neighborhoods.
- E. DIVERSITY.** Strive for choices in price, style, and form of ownership in residential housing throughout Bellevue.
- F. SAFETY AND QUALITY.** Encourage the use of high-performance building materials and contemporary constructive techniques.
- G. HOUSING-CODE ENFORCEMENT.** Provide firm and fair-minded enforcement of Bellevue building codes.

## 7. ENVIRONMENT | Nurturing Bellevue's natural world

**GOAL:** *Celebrate Bellevue's natural beauty and promote environmental quality.*

**OBJECTIVES:**

- A. GREEN INFRASTRUCTURE.** Promote continuous improvement in environmental management.
- i. Standards. Promote adherence to local, state environmental standards and control.
  - ii. Metrics. Protect Bellevue neighborhoods from the unintended consequences of development such as flooding, stormwater runoff, erosion, light and noise pollution and traffic congestion.
- B. GREEN POLICY.** Identify and promote green-friendly policy.
- i. Policy Guidance. Promote suitable local, regional, state, and federal environmental policy.
  - ii. Water and Waste Management. Adopt and observe best practices in the management of water, sanitation, and solid waste.
  - iii. Carbon impact. Engage in a continuous effort to reduce Bellevue's carbon footprint.
  - iv. Events. Establish programs in environmental education in parks and recreational spaces.
  - v. Food. Identify, support, and promote local farmers, gardeners, farmers markets, and community-supported agriculture.
- C. NATURAL ENVIRONMENT.** Preserve, restore, and enhance Bellevue's natural environment.
- i. Landscapes and Habitats. Encourage the preservation of existing topography, vegetation, and wildlife habitat.
  - ii. Air Quality. Engage in a continuous effort to improve air quality.
  - iii. Water Quality. Engage in a continuous effort to improve water quality.
  - iv. Drainage. Monitor, maintain, manage, and protect problem areas from the effects of flooding erosion, stormwater runoff, and the unintended consequences of land development.
  - v. Funding. Locate and employ financial resources in support of environmental management initiatives.
- D. URBAN TREE CANOPY.** Encourage and promote Bellevue's tree canopy in recognition of its many benefits: reduced stormwater runoff and carbon footprint, better air quality, enhanced wildlife habitat, lower energy costs, increased property values, better quality of life, and greater aesthetic appeal.
- i. Air Quality. Recognize that trees are fundamental to environmental quality.
  - ii. Water Quality. Employ contemporary forestry management techniques to help replenish Bellevue's aquatic ecosystem; slow the flow of stormwater runoff, absorb precipitation, and improve the regeneration of groundwater.
  - iii. Energy. Employ contemporary forestry-management techniques to reduce energy costs for stand-alone houses and to provide shade and cool in paved areas, and thus mitigate the heat-island effect and save energy.
  - iv. Streets and Roads. Tree-shade cools asphalt and reduces the frequency with which streets and roads need resurfacing.
  - v. Economic Benefits. Encourage and promote the economic benefits of trees:
    - a. Trees increase worker productivity;
    - b. Trees reduce absenteeism;
    - c. Shoppers spend more time in shops on tree-lined streets;
    - d. Apartments and office buildings in wooded areas have a higher rate of occupancy and lower turnover.

**RECOMMENDATION**

Staff finds the proposed Goals & Objectives in agreement with and not in conflict with the public's and staffs contributions to record per KRS 100. Staff recommends that the Planning Commission that the map amendments be **APPROVED**, and forwarded to City Council with an **APPROVAL** recommendation.

Prepared by K. Scott Enns, Zoning Administrator

Vote of Record. Motion to \_\_\_\_\_

Approve \_\_\_\_ Deny \_\_\_\_ Hold \_\_\_\_

Motion by: \_\_\_\_\_

Second by: \_\_\_\_\_

\_\_\_\_\_

Chairperson, James Dady

\_\_\_\_\_

Attest by: \_\_\_\_\_ (print)