

2.1 THE VISION STATEMENT

Preface

Warren County faces a time of transition, characterized by new challenges and opportunities that raise community expectations on key issues. Starting with a series of public forums held in February of 2008, Warren County, together with its incorporated municipalities and small rural communities, has embarked on a mission to prepare a new Comprehensive Plan.

Over the past decade, the County as a whole has experienced rapid population growth and development which have led to certain undesirable impacts such as traffic congestion and incremental, yet noticeable character changes. While continued growth and change is evident, considerable uncertainty exists about how the County in conjunction with its cities and rural communities will choose to progress over the next 20 years.

During the forums citizens expressed widely-shared concerns about the impacts of growth on the community's character and quality of life. There is broad citizen consensus that the County, the City of Bowling Green, and the rest of the local communities should maintain an active role in managing growth to protect and enhance the primary assets of Warren County:

small town ambiance

scenic natural environment

educational and cultural opportunities

economic strength

functional infrastructure

productive agricultural base and rural countryside

excellence in governance

By identifying those assets that most residents value, the Vision Statement will define our shared "destination"—what we aspire to achieve through the strategies to be framed in the Comprehensive Plan. The Vision Statement, in conjunction with the Comprehensive Plan, will be the mechanism by which the residents of Warren County will retain and enhance the community's character, define its identity and ensure a sustainable future.

The policies, strategies and regulatory measures identified by the Focus 2030 Comprehensive Plan will become the tools to positively impact the dynamics of change in Warren County. The community's future and that of all its citizens will be profoundly influenced by the degree to which we succeed in this mission. To more fully appreciate the significance of this challenge, we start by considering what a comprehensive plan is and how it will be used to guide the management of change.

Methodology for Community Input

Approximately 200 citizens, as well as Comprehensive Plan Task Force members and officials from the City and County, participated in eight (8) public forums held throughout the County from February 25 through February 28, 2008 to discuss issues facing the community. The community forums consisted of facilitated, small group discussions that posed the following four questions:

1. What are the present strengths of Bowling Green and Warren County? What community characteristics do we cherish and seek to retain?
2. What are the present weaknesses of Bowling Green and Warren County? What deficiencies should we seek to correct?
3. What future opportunities should we pursue to make Bowling Green and Warren County a better community?
4. What future threats or challenges should we anticipate and prepare for?

Upon tabulating hundreds of citizen responses to these questions, distinct areas of shared community opinion were identified around several themes that emerged from group discussions regarding each question/topic. The areas of shared opinion on the issues have been used as the basis for the Vision Statement. [Detailed tabulations of the community forum results are available for review in Volume 2: Appendix 2.]



The Comprehensive Plan for Bowling Green / Warren County will be...

A reflection of values, aspirations and shared vision

Just as one would not begin a trip without first identifying a destination, the planning process starts by defining the community's destination, the kind of place we want Warren County, Bowling Green, and our small rural communities to be in 20 years, our plan horizon. Citizens have expressed their views about the community's present strengths and weaknesses, future opportunities and threats. In listening to what citizens have said, broad areas of consensus emerged concerning the kind of community we want to become or to remain. These expressions of community values provide the basis for a shared vision of Warren County's future. The Vision Statement articulates expectations for the future, frames the mandate for the Comprehensive Plan and outlines the strategic framework necessary to achieve the vision.

A guide for the management of change

For the vision to be fully realized, the Comprehensive Plan should seek to manage the pace and direction of growth and change, being actively applied as a guide for the many decisions that will determine each increment of growth and change. While local government is taking a leadership role in this effort, the Comprehensive Plan will call on citizens, institutions and private industry to coordinate efforts with a shared sense of direction and a renewed spirit of partnership.

The foundation for policies, strategies and actions

The Comprehensive Plan examines policies and strategies for land use, including how to best plan land use while factoring in economic development and protection of open space and natural resources, as well as investments in utilities, roadways and other public facilities.

Our 20-year "To Do" list

The extent of the influence of the Comprehensive Plan on the future of Bowling Green and Warren County will be a product of the vision that inspires it and the actions taken to realize it. The vision will not be realized merely because we may agree with the values it expresses; it will not be a self-fulfilling prophecy, but rather a realization of steady progress in adhering to a well-defined plan of action comprised of effective short and long-term tasks bolstered by a commitment to stay on course.

Bowling Green / Warren County 2030 Vision Statement

The Vision Statement for Bowling Green/Warren County expresses what we, the citizens, envision and desire our community to be like in 2030; it conceptualizes what we hope to accomplish over the next 20 years as we implement a new comprehensive plan, Focus 2030.

In 2030, Warren County will be a growing and diversifying community, one that cherishes and protects its heritage while embracing the opportunities that well-planned growth and bold economic development can bring. Bowling Green and Warren County will be recognized throughout Kentucky and the nation as a “community of choice,” where the drivers of growth and economic development are all related to the community’s outstanding character and quality of life. We will continue to enjoy our small community ambiance, along with a variety of attractions and amenities as well as the choice of urban, suburban and rural lifestyles.

In managing pressures for growth and change, we will limit sprawl by accommodating sustainable, compact, quality growth, which complements our character, retains our identity and protects our scenic rural countryside. Realizing the need for a diverse array of residential development, we will respond to the needs of long established areas of the community by reinvesting and redeveloping downtown and old-growth neighborhoods.

We will achieve our vision by exercising responsible leadership and by mobilizing partnerships among citizens, government, businesses and institutions.

We have crafted this Vision to articulate consensus on community aspirations, structured around four major themes and several interrelated subthemes:

1. QUALITY OF LIFE

Community Character

- In spite of its anticipated growth, Warren County will be able to retain its small-town charm and strengthen the identity of downtown Bowling Green and its historic neighborhoods.
- We will maintain the unique identities of the County’s smaller cities: Smiths Grove, Oakland, Woodburn, and Plum Springs and that of our various rural communities such as Hadley, Richardsville, and others, while increasing their self-sufficiency.
- We will protect and enhance our array of historic districts and quality older neighborhoods, with investment in maintenance, re-conversion to home ownership and compatible infill development.
- We will raise the bar for development quality by encouraging innovative forms of compact development and high standards.
- We will strengthen our community character and identity through the support of and pride that we take in Western Kentucky University, its athletic teams and sporting events, and its art and cultural offerings.
- We will retain our agricultural base and scenic rural character by discouraging sprawl as well as

premature and incompatible development.

People and Relationships

- Life-long residents, as well as new arrivals, will be deeply-rooted and actively involved in the community through churches, civic and neighborhood organizations and volunteer activities.
- Our people will be well-educated, informed, caring and involved in the betterment of the community.
- We will put in place a variety of services and programs that adequately address the needs of our multi-generational, multi-cultural community.

Scenic Natural Environment

- We will accommodate growth in a manner compatible with our unique natural resources; karst geology; river, stream corridors and wetlands; and woodland habitats.
- We will forever preserve a significant share of our County’s scenic open space through an expansive network of greenways, trails and protected stream corridors.
- We will maintain the County’s rural character by encouraging development that retains open space and limits impacts on agriculture.

Educational and Cultural Opportunities

- We will continue to nurture our most valuable resource, children and young adults, by supporting excellence in the public schools and innovatively helping students develop skills in critical thinking, communication, collaboration, and technology.
- Western Kentucky University will continue to be a valued resource and partner within the community. The University and local government will collaborate to provide for life-long learning, attract knowledge-based employment and challenge students to become involved citizens.
- Thanks to the presence of WKU and its libraries, local historic sites, many thriving arts organizations, and various venues for the performing and visual arts, Bowling Green will be a cultural destination throughout the region.

2. SUSTAINABLE GROWTH | ECONOMIC STRENGTH

Throughout Warren County we will...

- Accommodate desired forms and distributions of balanced development and re-investment, creating quality urban, suburban and rural places that offer a choice of setting, housing type and lifestyle.
- Raise standards for the quality of commercial and residential development, particularly with regard to sustainability, environmentally-friendly design, pedestrian access and landscaping.

- Curb sprawl and other inefficient development, while promoting compact, pedestrian-friendly development patterns that incorporate mixed uses and densities, conserve resources, and encourage walking and biking.
- Coordinate growth-management strategies, development standards and infrastructure investment policies between the County and its municipalities.
- Promote well-planned and attractive development and redevelopment of highway frontages in ways that manage efficient access along major roadways.
- Become an important regional employment hub by attracting technology-based and other corporate entities to the Kentucky TriModal TransPark, South Industrial Park and other centers for clean industry.
- Increase homeownership rates and reduce overcrowded and substandard housing conditions to strengthen, stabilize, and enhance existing neighborhoods.
- Provide access to leading-edge healthcare and continue to serve as the central destination for healthcare services throughout the region. Healthcare will remain an economic driver for job creation, while serving as a desirable component for businesses and industry.

In our long-established urban areas we will...

- Accommodate compact, contiguous, high quality development, redevelopment and infill within residential, commercial and employment centers which can be efficiently served by existing or expanded public facilities and services.
- Maintain stability and continual re-investment in older neighborhoods to ensure historic character is protected and homeownership and neighborhood pride are encouraged.
- Maintain well-defined urban edges of the City, within which we will accommodate a large portion of the County's growth, by implementing consistent City/County policies for land use, development standards, annexations and public facility extensions.
- Transform downtown Bowling Green with new housing, employment, shopping, arts, and entertainment opportunities.

In our rural areas, we will ...

- Reduce pressure for development of farmland and provide large land-owners with a variety of options. These may include programs and incentives such as conservation development, purchase or transfer of development rights, and rural land.
- Reduce pressure on farming operations from population growth infringing upon rural areas.
- Achieve limited low-density development that is compatible with and retains rural character.

3. BALANCED TRANSPORTATION, INFRASTRUCTURE AND PUBLIC FACILITIES

- We will successfully coordinate with the Kentucky Transportation Cabinet to provide a functional collector and arterial road system in growth areas, upgrade road conditions, improve safety, reduce congestion, and provide for convenient circulation throughout the County, while guarding against unwanted forms of roadway corridor development.
- We will apply development standards in a way that supports a functional transportation system through guidelines for access management, road connectivity and reservation of future roadway corridors.
- We will progress toward a functional, well-integrated transportation system that provides convenient public transportation choices.
- Water and sewer infrastructure systems will be provided in a coordinated, county-wide manner that meets long-term infrastructure needs, supports the reservation of future utility corridors, guides desired development patterns, and conserves resources.
- Bowling Green and Warren County will continue to provide a wide array of parks and recreational activities in coordination with schools and other recreation providers.

4. EXCELLENCE IN GOVERNANCE

- City and County governments will provide a high level of responsiveness to citizens, exercising visionary leadership in planning and investing for the future.
- Local governments will create and enforce innovative, effective and fair regulatory codes and development standards to guide growth and improve development quality. At the same time, we will avoid over-regulation by prioritizing flexibility and by balancing regulatory requirements with incentives.
- We will anticipate long-range needs and plan for adequate public facilities including police, fire and recreation.
- We will maintain and improve fiscal strength through:
 - A diversified and fair tax structure, reflecting balanced residential, commercial and industrial development; and
 - A compact growth pattern, which reduces public facility costs.
- Local governments will actively promote greater intergovernmental coordination including:
 - Coordination of policies and standards for growth management, development regulations and provision of infrastructure between Warren County and its incorporated municipalities; and
 - Exert a greater influence and effectiveness in interacting at the state and federal levels concerning funding and governmental mandates.

2.2 GUIDING PRINCIPLES

The primary motivation in creating the Focus 2030 Vision Statement was to identify those values that most of our residents share for the quality of life and character of our community, today as well as in the future. This Vision of our future is our *shared “destination,”* what we aspire to achieve through the policy elements contained in the next chapter of the Comprehensive Plan. Together, the Vision Statement and the policy elements are the means by which the residents of Warren County will retain and enhance the community’s character, define its identity and ensure a sustainable future.

Based on the input received at the community forums, the input of the Comprehensive Plan Task Force, and the resulting Focus 2030 Vision Statement, the following broad principles have guided the preparation of this comprehensive plan and specifically the development of the goals, policies and actions within each one of its elements:

Generally

- Improve the existing **balance** of land uses.
- Discourage **sprawl patterns** to strengthen our urban core, preserve our farmland and open space and reduce the fiscal burden of inefficient development.
- Provide **more and better choices** for developers and greater flexibility for new development types,
- Expand the range of **housing choices**,
- Promote **connectivity and alternative movement systems**,
- Protect our **natural and cultural assets**; and
- Improve the **visual/aesthetic character** of our built environment.

The Land Use/Infrastructure Connection

- Designations of presently undeveloped land are influenced by:
 1. transportation/ accessibility (including planned improvements)
 2. availability of infrastructure
 3. adjacent existing land uses.

Bowling Green and Urbanizing Area

- Consider **existing predominant uses**.
- Strengthen and enhance our **downtown**.
- Protect our **stable residential neighborhoods and historic districts**.
- Strengthen our **vulnerable residential neighborhoods**.
- Encourage **revitalization** of transitional and deteriorated areas.
- Encourage more **mixed use, walkable** development.

FOCUS 2030 GOALS, OBJECTIVES AND ACTION ITEMS

FUTURE LAND USE

LAND USE GOAL 1:

Create a framework to manage growth and promote sustainable, balanced and predictable patterns of land use, consistent with the ability to provide adequate public services and facilities.

Objective LU-1.1: Upon Plan adoption, utilize the Future Land Use Map (FLUM, Figure FLU-4) to guide decision-making regarding land uses and development proposals.

Action LU-1.1.1: The Future Land Use Map (FLUM, Figure FLU-4) shall be used to determine the consistency which exists between future land use and development proposals.

Action LU-1.1.2: The following land use categories are depicted on the FLUM and shall be used in conjunction with the map to determine the consistency of land use and development proposals:

- **Agriculture (AG)**

This land use designation applies to those rural areas relatively remote from the expanding rural-suburban fringe, where agriculture uses are predominant with small and large-scale farm operations. This classification can also include undeveloped areas used for open space and large tract single family residential property.

While the presence of R-E zoned land is acknowledged, and in some small areas, this zoning may even be prevalent, a new “conservation development alternative” to development under conventional AG or R-E zoning, will become available to landowners. Conservation development is an approach to the design of residential subdivisions, which is highly suited to rural areas where the retention of open space, farmland, or uninterrupted vistas of the scenic, rural landscape is desired (See Page FLU-24 for a map of proposed Land Conservation Development Areas). Higher densities may be possible with a Conservation style development as permitted by the Zoning Ordinance.

- **Rural Density Residential**

This land use designation applies to those rural areas relatively close to the suburban fringe. It also applies to areas where property fragmentation has occurred within unincorporated areas or near farming activities through

provisions for “exception lots” in the AG zoning district or through re-zoning and incremental subdivision of land as Residential Estate lots with gross densities ranging from zero (0) dwelling units per acre to one (1) dwelling units per acre.). Higher densities may be possible with a Conservation style development as permitted by the Zoning Ordinance.

- **Low Density Residential**

This land use designation comprises areas designated for single-family detached development and attached single-family development including twin homes and town homes where each unit is platted on its own individual lot, with gross densities ranging from zero dwelling units per acre to four and a half (4.5) dwelling units per acre.). Higher densities may be possible with a Conservation style development as permitted by the Zoning Ordinance.

- **Moderate Density Residential**

This land use designation encourages areas developed for higher density single-family detached and attached (RS-1C & RS-1D), as well as semi-detached multi-family development such as duplexes and townhouses, apartment buildings, condominiums and mobile home parks. Densities in this land use should range between three and a half (3.5) and thirteen (13) dwelling units per acre.

- **High Density Residential**

This land use designation consists of areas occupied by multifamily housing, including higher density duplexes, townhomes, apartment buildings and condominiums. Densities exceeding eight (8) dwelling units per acre are encouraged in this Future Land Use category. High density single family may also be acceptable at five and a half (5.5) dwelling units per acre or greater.

- **Commercial**

This land use designation consists of a broad array of commercial development, including individual commercial (retail, service, hotel or office) businesses that may exist along a highway corridor or a business district, as well as larger planned shopping centers and office parks. Limited high density multi-family uses are allowed to be mixed into commercial areas. These uses should be limited to upper stories or blended in or scattered among commercial uses. No more than twenty-five percent (25%) of any contiguous area designed Commercial should contain a multi-family use. Compatibility will

be assessed by applying policies in LU-1.1.3 below in conjunction with a general development plan.

- **Mixed Use**

The Future Land Use Map includes two categories of mixed land use. They refer to areas that combine complementary activities – for example, retail, office or other commercial uses with residences, or industry with commerce. These can be existing developed areas, such as downtown Bowling Green, which retain a mixture of uses; or undeveloped or developing areas where the basic qualities of those existing mixed-use areas (efficient use of land, higher development intensities, and pedestrian friendliness) are intended to be replicated. Bringing a diversity of uses together, in close proximity with one another, makes it possible to encourage the pedestrian orientation and to reduce vehicular trips and traffic congestion.

The development pattern in mixed-use areas may include different uses housed in different structures (sometimes on a single site), or different uses stacked one on top of another in a single structure. Generally, both of these development types are likely to be found in the mixed land use districts, which differ primarily in the relative amount of each land use that is encouraged in them. There are two sub-categories of mixed-use, based on the predominant character encouraged in each:

Mixed-Use/Residential

This category applies to mixed-use areas where, taken as a whole, the primary land use is residential in a variety of housing types and densities, balanced by complementary retail, office, institutional and civic uses. The distribution of land among these various activities shall be implemented through specific zoning, with standards addressing the form and character of development to ensure compatibility.

This designation applies to the historic core of downtown Bowling Green or urbanized areas being redeveloped with the primary use is residential where complementary commercial and services are provided in a contiguous area. Here, development standards should be tailored to emphasize an urban character and a mix and intensity of development appropriate to this unique center of activity. When proposed as part of a mixed used development, Commercial uses should comprise only twenty-five percent (25%) of such

development. Stand alone Commercial developments should not exceed ten percent (10%) of any contiguous area designated Mixed-Use Residential. No commercial footprint should exceed ten thousand (10,000) square feet. Compatibility will be assessed by applying policies in LU-1.1.3 below in conjunction with a general development plan.

Mixed-Use/Commercial

This category applies to strategic areas, mostly undeveloped today, that are located near designated industrial parks and accessible from major transportation corridors. These areas are envisioned as predominately large-scale employment and business centers, albeit supplemented by compatible light industrial, retail, services, hotels and, where appropriate, higher density residential development (stand-alone or in mixed-use developments). The distribution of land among these various activities shall be addressed through specific zoning. However, primary activities in these areas may include low and medium-rise office complexes, as well as environmentally friendly manufacturing and business centers.

On large tracts, these uses should be encouraged to develop in a campus-like setting, with quality architecture and generous, connected open space to maximize value, promote visual quality, and encourage pedestrian activity between employment areas and areas of supporting uses such as retail, restaurants, and residential. The primary focus of this category is commercial mixed uses with complementary residential comprising up to fifty (50%) of the contiguous area. Compatibility will be assessed by applying policies in LU-1.1.3 below in conjunction with a general development plan.

- **Industrial**

This land use designation consists of areas developed or suitable for the uses permitted in the light (LI) and heavy (HI) industrial zoning categories. Because such areas require rail and truck access, future industrial development will continue to gravitate to the rail corridors and I-65 interchanges. Complementary service and commercial uses are allowed up to twenty-five percent (25%) of the total contiguous area. Compatibility will be assessed by applying policies in LU-1.1.3 below in conjunction with a general development plan.

- **Institutional / Government**

This land use designation consists of major public institutions, including the WKU campus and public schools, and governmental functions and operations such as the airport, government offices, and police and fire stations.

- **Open Space, Park and Recreation**

This land use designation applies to all existing City and County owned public parks, golf courses, other recreational facilities, and permanently protected open spaces of countywide significance.

- **Rural Village**

This land use designation is intended to provide for the continued vitality of the existing commercial and residential mixed use areas found in the smaller rural agricultural centers throughout Warren County. The rural village brings a sense of community and identification to the surrounding rural areas with an emphasis on providing essential goods and services to rural residents, but are not intended as employment designations for urban residents.

Neighborhood scale commercial uses are encouraged as pockets of mixed use developments. Commercial uses should be limited in size and scale (less than 10,000 square feet) and only allow uses permitted in the zones outlined in the table below. When proposed as part of a mixed use development, commercial components should comprise no more than ten percent (10%) of such development. Stand alone commercial development should not exceed more than twenty-five (25%) of any contiguous area designated Rural Village. Limited moderate density multi-family uses may be appropriate in some areas if limited in size and scale. Multi-family should not consist of more than twenty-five percent (25%) of any rural village. Compatibility will be assessed by applying policies in LU-1.1.3 below, in conjunction with a general development plan, and by applying specific policies found in Focal Point Plans, area plans, corridor studies or any other plan created and approved by the Planning Commission.

Future Land Use Category	Residential Density Range	Potentially Compatible Zoning Designations
Agriculture	0-0.2**	AG, RR*, RE*
Rural Density Residential	0-1.0**	RR, RE
Low Density Residential	0-4.5**	RR, RE, RS-1A, RS-1B, PUD
Moderate Density Residential	3.5-13	RS-1A, RS-1B, RS-1C, RS-1D, RM-2, RM-3, PUD, MHP
High Density Residential	5.5 or greater	RS-1D, RM-3, RM-4, GB, OP-R, CB, PUD, MHP
Commercial	25% of development / 10% total contiguous area	RM-3, RM-4, GB, HB, OP-C, CB, PUD
Mixed-Use/Residential	75% of development / 90% total contiguous area	RS-1A, RS-1B, RS-1C, RS-1D, RM-2, RM-3, NB, GB, OP-R, CB, PUD
Mixed-Use/Commercial	50% of contiguous area	RS-1A, RS-1B, RS-1C, RS-1D, RM-2, RM-3, RM-4, OP-C, CB, GB, HB, LI, PUD
Industrial	Not allowed	OP-C, HB, LI, HI
Institutional / Government	Not allowed	P
Open Space, Parks and Recreation	Not allowed	P
Rural Village	75% of development / 90% total contiguous area	RR, RE, RS-1A, RS-1B, RM-2, RM-3, NB, OP-R, GB, PUD

* Allowed only with Agriculture FLUM exception lots as defined in LU-1.1.4

** Higher densities may be allowed in a conservation subdivision

Action LU-1.1.3: Requested re-zonings (zone changes) shall be reviewed for consistency with the FLUM and the Development Review Provisions listed below.

LAND USE GOAL 2:

Encourage compact, sustainable, high quality development which protects community character, provides balanced land uses and which is tailored to the variety of urban, suburban and rural sections of Warren County.

Objective LU-2.1: Improve design standards and establish incentives for urban and suburban residential development.

Action LU-2.1.1: Consider increasing or refining the standards for open space retention in new residential development, to ensure an adequate share of such space is usable and or scenic or ecological value.

Action LU-2.1.2: Consider adoption of a “roadway connectivity index” applicable to new residential development tor other developments with a significant residential component (40% or more).

Action LU-2.1.3: Consider encouraging new developments to incorporate planned greenway links (as per the Greenbelt Master Plan) into their developments or, at a minimum to provide connections to the greenway system whenever possible.

Action LU-2.1.4: Consider adopting incentives to promote the preservation of existing trees on private property before, during and after development, and standards that discourage clear cutting of trees.

Action LU-2.1.5: Consider incentives for the provision of land for location and design of schools, parks, emergency services, local commercial or other essential local-serving community facilities and services.

Objective LU-2.2: Modify zoning regulations to better promote compact mixed use development and Traditional Neighborhood Development (TND).

Action LU-2.2.1: Provide greater zoning flexibility and incentives for innovative development types and multiple housing types, including dwellings suited to empty nesters and others desiring smaller, more affordable and closer-in dwelling types.

Action LU-2.2.2: Establish guidelines and incentives to promote infill development in underutilized areas, where practical and economically feasible.

Objective LU-2.3: Upgrade design standards for commercial and industrial development.

Action LU-2.3.1: Improve standards for access management (e.g. review spacing of driveways, consider requiring driveway sharing or parking lot connectivity, etc.) in order to reduce traffic “friction” and enhance safety.

Action LU-2.3.2: Prepare landscape and building design guidelines to improve the aesthetics of all new commercial development.

Action LU-2.3.3: Adopt specific locational guidelines and design guidelines for “big-box” and “mid-box” commercial development. Building design guidelines should address topics such as building mass, façade and roof articulation, façade transparency, etc.

Action LU-2.3.4: Require that proposals for heavy industrial development in areas with a DRASTIC Index of greater than 160 be accompanied by a detailed geologic analysis to determine the carrying capacity of the underlying soils with respect to the possibility of accidental spills of hazardous materials and storm water management.

Action LU-2.3.5: Modify regulations to ensure that the location of all industrial development shall give due consideration to the karst landscape, the carrying capacity of the underlying soils and karst streams, and to prevailing wind direction to minimize the possibility of adverse impacts on the natural environment or on surrounding uses.

Objective LU-2.4: Establish a consistent sector/small area planning process to focus on areas of the County or the City that require special attention and a more detailed level of planning.

Action LU-2.4.1: Identify candidate study areas for sector planning, including those that are susceptible to change because of particular growth pressures, the potential availability of land for development, or obsolescence/decline. These may include, but are not limited to, those illustrated in the Areas Susceptible to Change Map (Figure FLU-6).

Action LU-2.4.2: Develop local design guidelines and implement regulations for sub-areas within the County for which sector area plans are prepared.

Objective LU-2.5: Stabilize and protect Bowling Green's older neighborhoods.

Action LU-2.5.1: Review conditions in transitional neighborhoods to assist in the establishment of tools and policies designed to preserve older neighborhoods.

Action LU-2.5.2: Prepare guidelines to ensure the compatibility of infill development, particularly next to historic structures and sites.

Action LU-2.5.3: Continue to identify and promote opportunities for revitalization and redevelopment.

Action LU-2.5.4: Monitor public and private incentives to preserve and enhance historic downtown resources.

Action LU-2.5.5: Ensure that zoning and building regulations are supportive of adaptive reuse of historic structures.

Action LU-2.5.6: Revisit and, as necessary, adjust zoning in neighborhoods which are predominantly single family, but designated for multi-family use.

Objective LU-2.6: Consider revisions to zoning regulations to promote alternatives to large-lot sprawl in the rural area.

Action LU-2.6.1: Establish in the Zoning Ordinance and Subdivision Regulations conservation development as an alternative to development under conventional AG zoning.

Action LU-2.6.2: Consider exempting private landowners and developers who propose new residential developments under the conservation development option from undergoing rezoning. Conservation development subdivisions, however, shall be subject to all other requirements of the Subdivision Regulations.

Action LU-2.6.3: Consider adopting a program to establish voluntary agricultural conservation easements for the protection of farmland.

Objective LU-2.7: Consider potentially available resources to pursue a "purchase of development rights" program in Warren County.

Action LU-2.7.1: Identify potential sources that may be used to start up and maintain a PDR program.

Objective LU-2.8: Continue to apply selected policies established in prior focal plans and overlay districts, in particular those pertaining to the smaller incorporated cities and corridors.

Action LU-2.8.1: Continue to implement the adopted policy plans for Lovers Lane, Cemetery Road, Walnut Valley, the Cedar Ridge Neighborhood and the rural villages of Smiths Grove, Oakland and Woodburn. Any discrepancies between the 2030 Comprehensive Plan Future Land Use Map and the adopted policy plan maps shall follow that of the adopted policy plan (Volume 2 - Appendix 3).

Objective LU-2.9: Identify techniques to protect the County's small municipalities and rural settlements from development that is out of character.

Action LU-2.9.1: Adjust zoning and subdivision regulations to require development in rural village centers to be compatible in design and placement with existing structures, and to contribute to the historic character of the community.

Objective LU-2.10: Identify and designate "special character areas" such as scenic roads and viewsheds for protection.

Action LU-2.10.1: Consider the development of new, context-sensitive engineering standards or modify existing standards to protect the character of designated "scenic corridors."

FOCUS 2030 GOALS AND OBJECTIVES

TRANSPORTATION

TRANSPORTATION GOAL 1: Provide a safe, efficient multimodal transportation system that provides for optimum local and regional mobility and supports the sound growth and economic development of Warren County and Bowling Green.

Objective TR-1: Roadway Network – Support the KYTC and the MPO in meeting their responsibilities to plan, fund and build a roadway network which supports sound growth and the mobility needs of the community.

Action TR-1.1: In reviewing development applications, identify the need to retain rights-of-way for roadways depicted in the long-range plans of the MPO and the KYTC.

Action TR-1.2: Identify and bring to the attention of the MPO and KYTC, or alternatively prioritize through the City's or County's Capital Improvement process when possible, those roadway links and intersection improvements not currently included in the long-range plans, but which may be necessary to support the future land use pattern.

Action TR-1.3: In lieu of implementation of currently unfunded and unscheduled road improvements, encourage attention by the KYTC and MPO to cost effective improvements to address congestion “hot spots” through such means as intersection capacity improvements, signal re-timing and synchronization, dedicated turn lanes, etc.)

Objective TR-2: Coordinated Policies, Standards and Programs to Support Efficient Mobility – Revise regulatory provisions and development standards and develop other programs to promote efficient and safe mobility and mitigate congestion.

Action TR-2.1: Continue to require that all private and public development is undertaken in a manner which promotes connectivity and minimizes traffic congestion on the existing road network, by implementing measures such as (but not limited to) the following:

- ❖ Adjacent developments shall provide for internal circulation between them in accordance with the subdivision regulations.
- ❖ At least one stub street should be constructed into each adjacent undeveloped property of 10 acres or more. The design of future alignment of street extensions onto adjacent tracts should benefit the surrounding community. Subsequent development of these adjacent tracts shall connect to the original stub street.
- ❖ Access to existing collector and arterial roads shall be provided by newly constructed public streets spaced not closer than 600 feet on collectors and not closer than 1,320 feet on arterials.
- ❖ All residential developments of 10 lots or more shall be served by an interior street system.
- ❖ Development within the City limits of Bowling Green shall comply with the City’s adopted Traffic Access Management Manual.

Action TR-2.2: Strengthen and clarify requirements and thresholds for the conduct of traffic impact analyses for new developments.

Action TR-2.3: Consider the practicability of a variety of tools to ensure the equitable financing of roadway infrastructure.

Action TR-2.4: Modify development standards in the zoning ordinance and subdivision regulations to further support efficient mobility and mitigate congestion on arterial and collector streets.

Action TR- 2.5: Promote a Travel Demand Management Program, working with major employers and transit providers to reduce peak-hour commuter congestion through such means as the following:

- ❖ Opportunities for remote parking (off-site or urban fringe parking facilities) combined with employer-provided or subsidized park & ride service.
- ❖ Improve conditions for walking and cycling by providing new or upgrading existing walking and cycling facilities.

Action TR-2.6: Proposed modifications to the existing road network which may result in reduced network connectivity – such as road closures or traffic calming devices – should require a determination of acceptable impacts on network levels of service.

Action TR-2.7: Consider adopting a “roadway connectivity index” for new residential subdivisions or other developments that include a significant residential component (40% or more).

Objective TR-3: Pedestrian and Bicycle Mobility – Promote pedestrian and bicycle mobility through an integrated network of sidewalks, paths and trails and through the encouragement of bicycle and pedestrian-friendly streets and land use and development patterns.

Action TR-3.1: Consider adopting a “complete streets” program that includes accommodation for bicyclists and pedestrians, as well as cars.

Action TR-3.2: Support the continued implementation and periodic updating of the Greenbelt (Greenways - Figure TR-2), Sidewalk and Bicycle Facilities Master Plans.

Action TR-3.3: Review, revise and expand zoning and subdivision ordinance provisions for pedestrian and bicycle facilities to promote connectivity and safe routes between public and private developments, bicycle routes and exterior roadways, where applicable or feasible.

Action TR-3.4: Coordinate with the KYTC and the MPO to ensure that bicycle and pedestrian ways are established in conjunction with the construction, reconstruction or other change of any state transportation facility, with special emphasis on those projects that are located in or within 1 mile of an urban area.

Action TR-3.5: Encourage consideration of bicycle and pedestrian mobility in all future transportation plans coordinated by the City-County Planning Commission, Western Kentucky University, the Barren River Area Development District, Metropolitan Planning Organization and local jurisdictions.

Action TR-3.6: Evaluate manuals such as the AASHTO (American Association of State Highway and Transportation Officials) Guide for the Development of Bicycle Facilities to determine which ideas might be used to better incorporate cycling concerns into infrastructure projects.

Action TR-3.7: Consider changes in the zoning ordinance to incentivize the provision of bicycle racks for new development or redevelopment, possibly with a set number of bicycle racks replacing a required vehicle parking space.

Objective TR-4: Transit System – Expand opportunities for transit alternatives to auto-dependence for local, citywide, countywide and regional travel.

Action TR-4.1: Support the expansion of the Go BG bus system (Figure TR-3) with a new downtown transfer hub and hubs at other outlying locations, and additional bus routes serving Transpark and other new or emerging activity centers.

Action TR-4.2: Consider the feasibility of long-range commuter rail service using existing rail connections to Nashville and Louisville.

Objective TR-5: Airport – Support development of the planned airport at the Transpark, consistent with the availability of funding and FAA and other necessary approvals.

Action TR-5.1: Pursue a combination of federal, state and local funding sources for the construction and operation of a new, relocated airport at Transpark.

Action TR-5.2: Ensure application of development limitations related to height, safety/setback zones and noise for all development surrounding the proposed airport, consistent with FAA safety standards and the noise tolerance of prospective land uses.

Action TR-5.3: Plan for the redevelopment of the existing airport property in a manner that best supports the sound growth and economic strengthening of Warren County and Bowling Green and is consistent with the Future Land Use Map and Comprehensive Plan policies.

Action TR-5.4: When the current airport relocates, engage and assist the airport authority in conducting a highest and best use economic study; prepare and evaluate alternative development scenarios with public input; prepare an airport re-use master plan.

Objective TR-6: Freight – Support the creation of an efficient, safe, multimodal freight transportation system.

Action TR-6.1: Consider designating specific arterials in the Thoroughfare Map as Major Truck Streets, and identify intermodal connector points. Improve pavement conditions on those truck access routes.

Action TR-6.2: As development of industrial land continues, identify and prioritize infrastructure projects (roadway or rail) that may be necessary to maintain adequate freight mobility.

Action TR-6.3: Coordinate with CSX Transportation improvements involving rail capacity, speed and safety.

Action TR-6.4: Ensure that impacts on land uses adjacent to the rail line and intermodal transfer stations are minimized and mitigated.

Action TR-6.5: Seek to minimize conflicts between trucks and other transportation modes.

Action TR-6.6: Maintain an inventory of infrastructure height and weight restrictions (roads and bridges) facing trucks in Warren County and make available to the trucking community via the Internet.

Action TR-6.7: Consider developing a freight mobility strategic action plan to help support and protect the freight transportation infrastructure and, with it, the local industrial job base.

FOCUS 2030 GOALS AND OBJECTIVES

COMMUNITY FACILITIES

COMMUNITY FACILITIES GOAL 1: Provide community facilities and services that meet the physical, social and cultural needs of the population of Warren County and its municipalities.

Objective CF-1: General – Ensure the provision of adequate public facilities and related services to meet the demand of existing and future residents and associated commercial and industrial growth.

Objective CF-2: Water and Sewer – Ensure and appropriately staged, efficient provision of water and sewer infrastructure to support the planned incremental growth of the community.

Objective CF-3: Solid Waste – Pursue active County participation in regional planning for solid waste facilities to ensure adequate landfill capacity to serve the needs of the projected population through the end of the Comprehensive Plan horizon and beyond.

Objective CF-4: Stormwater – In coordination with other responsible agencies, continue to develop and implement programs to manage stormwater runoff to prevent flooding, address water pollution and improve the quality of the County's and the region's water bodies.

Objective CF-5: Public Safety – In coordination with other responsible agencies, continue to monitor the community needs for expansion of staff and facilities to meet fire and police protection.

Objective CF-6: Schools – Coordinate with Warren County Public Schools and Bowling Green Independent School District to identify school sites, consistent with the Comprehensive Plan’s policies for growth and development.

Objective CF-7: WKU – Continue to coordinate efforts with WKU to ensure that the institution’s growth is served in a manner that minimizes negative impacts on areas surrounding the school’s local campuses, while capitalizing on the advantages of a positive University/host community synergy.

Objective CF-8: Libraries – Develop and implement a plan to meet future community needs for library services.

Objective CF-9: Telecommunications – Promote the development of a state-of-the art telecommunications network throughout the County.

Objective CF-10: Sustainability – Encourage resource conservation and sustainability.

FOCUS 2030 GOALS AND OBJECTIVES

PARKS AND RECREATION

PARKS AND RECREATION GOAL 1: Provide all residents and visitors of Warren County with quality parks and recreational facilities and services.

Objective PR-1: Provide parks and recreational facilities and programs appropriate to accommodate Warren County’s future population.

Objective PR-2: Seek equitable ways to distribute the cost of open space and recreational facilities necessary to serve new development between the private and public sectors.

Objective PR-3: Continue to implement the Greenbelt System Master plan and other programs that support bicycle and pedestrian recreation and mobility.

Objective PR-4: Make Bowling Green and Warren County a premier community for bicycling.

Objective PR-5: Promote a diversity of recreational water-based activities and programs as well as waterfront uses that are appropriate to and compatible with the environment, character and long-term sustainability of the County’s blueways.

FOCUS 2030 GOALS AND OBJECTIVES

NATURAL AND CULTURAL RESOURCES

NATURAL AND CULTURAL RESOURCES GOAL 1: Protect, enhance and restore Warren County's irreplaceable natural and scenic resources, striving for an appropriate balance between development and resource conservation, to maximize the benefits conferred on our community by its natural setting.

Objective NCR-1.1: Review and, as necessary, modify the land development regulations to ensure that land use and development decisions consider the physical suitability and natural resources of individual sites or areas anticipated for development.

Objective NCR-1.2: Protect Warren County's air quality and its water supply and quality, for the benefit of present and future residents and visitors.

Objective NCR-1.3: Ensure that development is compatible with the natural environment, preserves unique landscapes and natural areas, conserves environmental resources and minimizes human impact on the natural environment.

Objective NCR-1.4: Take advantage of local natural resources to create, protect and enhance and maintain recreational, educational and cultural opportunities and activities, as long as such uses are compatible with those resources.

NATURAL AND CULTURAL RESOURCES GOAL 2: Preserve significant elements of Warren County's historic, agricultural, architectural and archaeological heritage.

Objective NCR-2.1: Gather, analyze and continuously update data about Warren County's unique cultural resources.

Objective NCR-2.2: Support educational efforts to increase awareness of Warren County's cultural resources to foster their preservation.

Objective NCR-2.3: Consider the application of regulatory tools and incentives to promote rehabilitation of historic/archaeological structures, properties and districts.

Objective NCR-2.4: Implement strategies and tools to preserve and enhance Warren County's rural and agricultural heritage, including its agricultural landscapes and viewsheds, rural village centers, rural landmarks and scenic rural corridors, etc.

Objective NCR-2.5: Promote the economic viability and vitality of historic neighborhoods, historic districts and rural landscapes, adjusting local government decision-making processes, as necessary, to adequately consider cultural resources and historic preservation.

FOCUS 2030 GOALS AND OBJECTIVES

HOUSING AND NEIGHBORHOODS

HOUSING AND NEIGHBORHOODS GOAL 1: Meet the demand for residential options that are affordable and integrated into vibrant neighborhoods and diverse districts.

Objective HN-1: Promote the development of infill sites with existing urban services and suitable redevelopment projects that maintain or improve existing character, development patterns and urban design.

Objective HN-2: Establish programs to maintain and improve the quality of housing stock.

Objective HN-3: Protect, revitalize or redevelop older residential neighborhoods as identified on the Neighborhood Stability and Revitalization Map, while protecting and enhancing newer residential neighborhoods.

Objective HN-4: Encourage an array of housing options in all parts of Warren County.

Objective HN-5: Ensure that the housing stock is affordable to all segments of the current and future population.

Objective HN-6: Provide for the housing needs of the elderly, disabled and those in need of transitional housing.

FOCUS 2030 GOALS AND OBJECTIVES

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT GOAL 1: Maintain a strong local economy that provides opportunities and resources to everyone in Warren County.

Objective ED-1: Pursue actions to strengthen core industries, retain existing businesses and industries in the community and attract new businesses and industries, particularly those that will help to diversify the local economy.

Objective ED-2: Pursue the development of corporate business parks to attract leading technology-based industries.

Objective ED-3: Support local small businesses, entrepreneurial endeavors and industries.

Objective ED-4: Support the continuation and strengthening of a high value local agricultural sector and related economic opportunities.

Objective ED-5: Endeavor to advance the academic achievement, skills enhancement and competency of the workforce.

Objective ED-6: Take practical steps to maintain and improve the quality of life in Warren County in support of economic development objectives.

Objective ED-7: Make the most efficient use of infrastructure and public resources.

Objective ED-8: Support expansion of economic opportunities to disadvantaged persons and to geographic areas that have historically underperformed economically.

Objective ED-9: Strengthen the position of Downtown Bowling Green as a community focus of economic activity.

Objective ED-10: Coordinate the efforts and share informational resources among the various entities involved in economic development.