

GOALS AND OBJECTIVES

PROPOSED REVISIONS RECOMMENDED FOR APPROVAL
BY OMPC ON 9/14/2023
APPROVED BY THE CITY OF OWENSBORO ON 11/21/2023
APPROVED BY THE CITY OF WHITESVILLE ON 10/3/2023
APPROVED BY DAVIESS COUNTY FISCAL COURT ON 10/19/2023.

Section

1

Goals and Objectives

This section of the *Comprehensive Plan* addresses the provisions of Kentucky Revised Statutes Chapter 100, Part 193 (KRS 100.193). The statute requires the preparation and adoption of a “Statement of Goals and Objectives” by the Owensboro Metropolitan Planning Commission, the Daviess County Fiscal Court and the cities of Owensboro and Whitesville. The remaining elements of the *Comprehensive Plan* are based upon the “Statement of Goals and Objectives.”

3 *Economy and Employment*

3.1 GOAL: Maintain Daviess County as a viable economic unit.

Objectives

- 3.1.1 Promote the creation of higher-paying jobs.
- 3.1.2 Encourage job opportunities, especially for low-income persons.
- 3.1.3 Promote a diversity of desirable industrial activities for a broad and stable economic base.
- 3.1.4 Prepare promotional materials that provide basic utility data required by industrial prospects.
- 3.1.5 Offer training that is complimentary to future job markets.
- 3.1.6 Coordinate efforts among educational entities, business, and government.
- 3.1.7 Promote access to new technologies as an aid to economic development.
- 3.1.8 Endeavor to attract professionals to our community.
- 3.1.9 Promote our community’s multi-modal economic development opportunities so businesses can utilize our various forms of transportation and mobility including highway, river, rail and air.
- 3.1.10 Endeavor to create policies for regulating land use activities that promote economic growth while still protecting the public health, safety and welfare of the community.

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4 Land Use

GENERAL

4.1 GOAL: Allocate wisely the use of land for various activities by encouraging sound land development policies.

Objectives

- 4.1.1 Use the fixed amount of land in Daviess County as wisely as possible.
- 4.1.2 Accommodate all intensities of land use activity.
- 4.1.3 Group activities so that uses of greater intensity (industrial or commercial) do not harm weaker types (residential and agricultural).
- 4.1.4 Erect buildings that are pleasing, functional, efficient, and meet the needs of all our activities.
- 4.1.5 Encourage development of existing brownfields for new uses.

4.2 GOAL: Deliver desired urban services efficiently.

Objectives

- 4.2.1 Minimize the expenditure of tax dollars in supplying necessary urban services to the greatest number of people.
- 4.2.2 Minimize the amount of roads, pipes, and wires that must be installed per capita.
- 4.2.3 Minimize the time needed for police and fire protection to respond to emergencies.
- 4.2.4 Minimize the amount of fuel used by vehicles to transact business and deliver services.

4.3 GOAL: Protect our rural areas from intrusion by incompatible urban activities by encouraging growth in the Urban Service Area and Rural Communities.

Objectives

- 4.3.1 Minimize impact on fragile lands – prime agriculture, flood plains, etc.
- 4.3.2 Allow agricultural and other natural resource uses wider reign to apply traditional production techniques.
- 4.3.3 Minimize urban traffic congestion on remote rural roads.
- 4.3.4 Encourage agricultural development, including ancillary and complementary industries on agricultural land.

URBAN SERVICE AREAS

4.4 GOAL: Concentrate Daviess County's urban development inside the Urban Service Area by reducing urban sprawl.

Objectives

- 4.4.1 Coordinate urban development by providing well thought-out plans and programs to properly maintain existing – and to guide development of new -- buildings, transportation, utility supply, and waste disposal facilities.

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- 4.4.2 Encourage new urban development near existing urban built-up areas and rural communities through public-private partnerships.
- 4.4.3 **Objective of the City of Owensboro:** Make expansion of urban services the most efficient, affordable, and feasible as possible, by encouraging significant new development to be located inside existing city limits, and when not possible, then be annexed into the City of Owensboro. **Objective of the Daviess County Fiscal Court:** Make expansion of urban services the most efficient, affordable, and feasible as possible.
- 4.4.4 Maintain and improve the quality of existing urban neighborhoods and rural communities through building maintenance, rehabilitation, and compatible replacement, and through improvement of community facilities and services.
- 4.4.5 Continue exploring new ways to encourage and incentivize in-fill development that maximizes the efficiency of existing infrastructure and is designed to be compatible with adjoining land uses.
- 4.4.6 Encourage residential subdivision growth to occur inside the Urban Service Area or rural communities.

RESIDENTIAL AREAS

4.5 GOAL: Provide a wide variety of types of housing suitable to a wide range of people.

Objectives

- 4.5.1 Include single-family, duplex, and apartment buildings in the same neighborhood as long as the designs for the different housing types blend well within the neighborhood.

4.6 GOAL: Provide protection from heavy through-traffic.

Objectives

- 4.6.1 Provide access to new housing only to local streets, where possible.
- 4.6.2 Include walkways and bikeways as part of the neighborhood design.

4.7 GOAL: Avoid the introduction of urban activities that would have a detrimental effect on residential activity, but allow some mixture of appropriate nonresidential uses.
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Objectives

- 4.7.1 Surround established residential areas with compatible residential activity or properly buffered nonresidential uses.
- 4.7.2 Situate nonresidential uses within residential neighborhoods in a manner that enhances convenience, safety, and neighborhood character.
- 4.7.3 Assure that nonresidential uses in the neighborhood – professional, business, industrial - have adequate space for future expansion and are designed so that their traffic, parking, noise, odors, etc. do not conflict with residential uses.

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HOUSING

4.8 GOAL: Provide each resident a structurally sound, sanitary, and affordable dwelling unit.
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Objectives

- 4.8.1 Stimulate rehabilitation of existing housing and construction of new housing.
- 4.8.2 Increase the inner-city housing unit density.
- 4.8.3 Use federal and state subsidized housing programs and funding.
- 4.8.4 Conduct education forums for builders, elected officials, board members, and the public about housing programs, policies, and procedures.
- 4.8.5 Advertise an open housing market via the Human Relations Commission.

4.9 GOAL: Preserve existing housing and neighborhoods.

Objectives

- 4.9.1 Identify and engage neighborhoods needing preservation.
- 4.9.2 Develop policies, plans, and strategies for neighborhood preservation that include public-private ventures.
- 4.9.3 Use Community Development Block Grants (CDBG), other federal funds, and local funds to make infrastructure improvements in eligible neighborhoods.
- 4.9.4 Encourage owner-occupied housing.
- 4.9.5 Strive to resolve conflicts to preservation efforts presented by local, state and federal regulations.

4.10 GOAL: Identify the housing needs of the community.
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Objectives

- 4.10.1 Assess housing needs of the future population, and of lower income persons, elderly, disabled, etc.
- 4.10.2 Continue development of strategies for the orderly distribution of housing activities.
- 4.10.3 Use neighborhood planning to assure an equitable distribution of dwelling unit types.
- 4.10.4 Promote the enforcement of property maintenance codes.

4.11 GOAL: Coordinate public and private housing policies, strategies, and implementation activities.
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Objectives

- 4.11.1 Support market-rate housing measures that maintain high-quality infrastructure and site development standards.
- 4.11.2 Support the creation of a housing collaborative to provide housing counseling, management and assistance.
- 4.11.3 Encourage tax exemption plans for the elderly.
- 4.11.4 Enforce housing maintenance codes.
- 4.11.5 Guide public and private housing investments toward implementation of local policies.
- 4.11.6 Coordinate local housing policies with federal, state and regional policies.

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NEIGHBORHOOD DEVELOPMENT

4.12 GOAL: Promote the concept of planning and development at the neighborhood level within the City of Owensboro, the City of Whitesville and within unincorporated rural communities.

Objectives

- 4.12.1 Encourage stability of existing neighborhoods.
- 4.12.2 Provide an opportunity for the development of neighborhood businesses to meet the daily need of nearby residents.
- 4.12.3 Encourage flexible zoning criteria for existing redeveloping neighborhoods.

COMMERCIAL AREAS

4.13 GOAL: Promote adequate, attractive, and accessible shopping and service facilities for all segments of the community.

Objectives

- 4.13.1 . Revitalize and strengthen older commercial areas, especially downtown areas, as business and cultural centers, including use of economic development incentives
- 4.13.2 . Discourage traditional strip development with its frequent driveway access to adjoining arterial streets.
- 4.13.3 Encourage innovative and complementary commercial areas within neighborhood plans.
- 4.13.4 Locate commercial areas in proper respect to surrounding areas and transportation systems.
- 4.13.5 Encourage high standards of physical design for commercial areas in order to make them safe, attractive, and functional, including landscaping to improve the appearance of parking and other vehicular use areas and screening of storage yards.
- 4.13.6 Provide for the expansion of existing business centers in a logical manner that considers the characteristics of the area involved.
- 4.13.7 Promote waterfront development to enhance recreation and tourism.
- 4.13.8 Continue to develop strategies for the promotion and further development of a convention center / sports complex in the downtown area.
- 4.13.9 Encourage establishment of an effective property maintenance program for commercial areas, including the downtown area and encourage the development of incentive packages and technical assistance for property rehabilitation.
- 4.13.10 Promote the development of off-street parking areas within adequate walking distance of downtown activity centers.
- 4.13.11 Promote the creation of significant gateways at major entrances to downtown to communicate the identity of the Central business District.
- 4.13.12 Promote the development of incentives to attract hi-tech and entrepreneurial businesses.

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INDUSTRIAL AREAS

4.14 GOAL: Promote adequate, attractive, and accessible industrial facilities.

Objectives

- 4.14.1 Maintain environmental quality in industrial areas and activities.
- 4.14.2 Disperse industrial activities to better utilize transportation systems.
- 4.14.3 Insure compatibility with adjoining land uses, transportation, and utilities.
- 4.14.4 Provide a proper variety of site sizes and locations.
- 4.14.5 Encourage landscaping to improve the appearance of parking and other vehicular use areas and to screen storage yards.
- 4.14.6 Provide for the expansion of existing industrial centers in a logical manner that considers the characteristics of the area involved.

RURAL SERVICE AREA

4.15 GOAL: Reserve the land in the Rural Service Area primarily for agricultural uses, other natural resource activities, and support uses that need to be near such activities.

Objectives

- 4.15.1 Accommodate rural residential uses throughout the RSA for people who wish to live in a rural setting, but only to the extent that rural residential uses do not significantly impinge on the primary uses of the RSA noted above.
- 4.15.2 Urban residential uses and other urban growth that may occur in the RSA should be concentrated around the designated built-up Rural Communities to minimize potential conflicts with the primary uses of the RSA noted above, and to allow for more efficient delivery of any desired urban services. Review of the boundaries of the Rural Community plan areas may occur as needed.
- 4.15.3 Encourage the application of increased buffers where heavy industrial and coal mining uses may be located in close proximity to existing rural residences.
- 4.15.4 The location of new rural residential uses in close proximity to existing natural resource reserves and coal deposits should be discouraged.
- 4.15.5 *Objective of the City of Whitesville:* Make expansion of urban services in the Whitesville Growth Area the most efficient, affordable, and feasible as possible, by encouraging new development to be annexed into the City of Whitesville with expansion of the existing sanitary sewer system.
- 4.15.6 Increase new rural residential residents' awareness of the impacts of common agricultural practices and other challenges of rural living.

5 Transportation

5.1 GOAL: Provide for the movement of people and goods from one place to another in a safe and efficient manner.

Objectives

- 5.1.1 Reduce travel time and costs by integrating or interconnecting the various modes of transportation where possible.
- 5.1.2 Share transportation rights-of-way with other community facilities such as waterlines, sewers, utility lines, etc., where possible.
- 5.1.3 Encourage the logical extension, expansion, and maintenance of our present transportation systems.
- 5.1.4 Insure that adequate and appropriate safety measures are provided when upgrading or expanding our various transportation systems.
- 5.1.5 Coordinate our local transportation systems with regional, state, and national systems.

HIGHWAYS, STREETS & ROADS

5.2 GOAL: Provide for the movement of people and goods from one place to another in a safe, efficient, and cost-effective manner, via autos, taxis, trucks, and buses, giving proper recognition to the needs of pedestrians and bicyclists.

Objectives

- 5.2.1 Assure that our highways are adequate by supporting an on-going transportation planning program.
- 5.2.2 Classify our system of streets by traffic function and apply appropriate standards of design and land access based on that functional classification, to minimize traffic congestion on major streets.
- 5.2.3 Maximize the existing highway network through traffic operations, safety programs, and safety improvements.
- 5.2.4 Plan highways to offer maximum support of, and integration with, all other movement elements.
- 5.2.5 Design major streets adjoining residential areas for safety, noise control, and reduction of visual pollution.

PUBLIC TRANSIT

5.3 GOAL: Provide transportation for those persons in the community who choose to use this means of transportation or can afford no alternative.

Objectives

- 5.3.1 Attract additional transit riders through improved marketing efforts.
- 5.3.2 Increase safety and efficiency through improved driver training and maintenance programs.
- 5.3.3 Evaluate transit system needs in terms of facilities, routing, users, and equipment.

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AIRPORT

5.4 GOAL: Provide safe and convenient air service to the community.
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Objectives

- 5.4.1 Improve transportation links by recruiting additional commuter service.
- 5.4.2 Encourage local citizens to more fully utilize the airport through better marketing of its services.
- 5.4.3 Assure that airport facilities and equipment can handle existing and future needs by monitoring and updating the required airport facilities plan on a continuing basis.
- 5.4.4 Assure that incompatible land uses do not limit the planned growth of airport facilities and flight approaches
- 5.4.5 Encourage use of airport for commercial and industrial purposes.

WATERWAYS & RIVERPORTS

5.5 GOAL: Provide port facilities that foster economic growth in the region.

Objectives

- 5.5.1 Provide sufficient infrastructure improvements (roads, rail, utilities) to handle existing and future development requirements of port facilities.
- 5.5.2 Work with the riverport authority to develop a facility plan that would detail development and facility needs and costs.
- 5.5.3 Support and encourage upgrading of riverport facilities and improve marketing of riverport services and industrial sites.

RAILWAYS

5.6 GOAL: Provide safe and adequate rail transportation in and out of our community.

Objectives

- 5.6.1 Encourage greater use of rail services that exist in the community for industrial development.
- 5.6.2 Upgrade hazardous crossings and deficient rail facilities.

BIKEWAYS

5.7 GOAL: Provide facilities of sufficient quality and quantity so that bicycles provide a viable means of transportation.

Objectives

- 5.7.1 Develop bikeways that provide easy accessibility and continuous trails between neighborhoods, schools, commercial areas, and cultural/recreations areas such as parks, the Adkisson Greenbelt Park, museums, libraries and other community interest areas.

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- 5.7.2 Encourage the provision of bikeways within developing neighborhoods during the neighborhood planning process while looking for ways to connect these bikeways to the nearest link of the Adkisson Greenbelt Park.
- 5.7.3 Consider the inclusion of bikeways in the design of new major streets and roads, whether as a shared use path, designated bike lanes or shared roadways.
- 5.7.4 Encourage the provisions of adequate bike racks at places of public interest.

WALKWAYS

5.8 GOAL: Provide safe and adequate facilities for pedestrian movement in urbanized portions of the community.

Objectives

- 5.8.1 Assure that adequate walkways and/or shared use paths are provided in new urban developments that provide connectivity within the neighborhood and the intra-city walkway system.
- 5.8.2 Maintain and improve existing walkways.
- 5.8.3 Provide walkways along all existing arterial and major collector streets in urban areas.
- 5.8.4 Install ramps at all intersections so as to accommodate the needs of wheelchairs, carriages, carts, bicycles and similar pedestrian-propelled equipment.
- 5.8.5 Accommodate alternative and innovative walkway systems when planning new or redevelopment areas.

6 *Community Facilities and Services*

6.1 GOAL: Maintain, preserve, and extend the high level of services of each of our public service agencies.
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Objectives

- 6.1.1 Provide objective, current, and relevant information to community decision-makers about the quantity and quality of community services and facilities.
- 6.1.2 Encourage innovation, demonstration, and research to improve our community facilities and services.
- 6.1.3 Involve citizens to ensure that community facilities are adaptable to future needs and requirements and will be financially feasible at all stages of development.
- 6.1.4 Provide facilities that make the most efficient use of land and buildings by integrating community facilities and services whenever possible.
- 6.1.5 Acquire and reserve land for projected future expansions of community services.
- 6.1.6 Encourage public entities to develop properties within the framework of existing adopted ordinances.

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PUBLIC PROTECTION

6.2 GOAL: Protect our citizens and property from crime and from damage and destruction by fire. Alert our citizens of their duties and responsibilities during natural disasters or other hazardous events.
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Objectives

- 6.2.1** Coordinate public protection needs among the various agencies and departments providing this essential service.
 - 6.2.1.1** Coordinate intergovernmental emergency services for efficient service and to minimize response time to citizens in the urban-suburban-rural interface areas on the east side growth areas.
- 6.2.2** Continue maintenance and replacement of capital needs (police cars, fire stations, etc.); provide prevention programs for the public and education for our police, firefighters and other emergency service personnel.
- 6.2.3** Align public protection during natural disasters and other hazardous events with the Green River Area Development District (GRADD) Hazard Mitigation Plan identified strategies, risk assessments, and projects for Owensboro, Whitesville, and Daviess County.

EDUCATION & CULTURE

6.3 GOAL: Provide an educational system with equal opportunity and of the highest quality possible for all our citizens.

Objectives

- 6.3.1** Locate new facilities based on projected land use, population distribution, and growth throughout the community.
- 6.3.2** Encourage location of school sites in proper relationship with other land use types and community activities.
- 6.3.3** Establish community standards for our school facilities, including such items as site and building size.
- 6.3.4** Provide physical spaces and facilities for arts and cultural services in publicly financed buildings and development projects.
- 6.3.5** Promote opportunities for flexible location of post-secondary education and training facilities and programs.
- 6.3.6** Encourage the shared use of public facilities for segments of the population with overlapping needs such as schools, community centers and senior activity centers.

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HEALTH & SOCIAL SERVICES

6.4 GOAL: Provide the highest quality health care and social services at the lowest possible cost for all citizens of our area.

Objectives

- 6.4.1 Support the Green River District Health Department (GRDHD) in its work as the regional health strategist and coordinator for our community.

PUBLIC PARKS AND RECREATION

6.5 GOAL: Provide open space and recreational facilities and programs that meet the needs and desires of the community.

Objectives

- 6.5.1 Develop community standards for our park and recreational facilities and programs.
- 6.5.2 Acquire additional open space and parkland.
- 6.5.3 Coordinate city, county, state, and private recreation opportunities to avoid duplication and encourage innovation.
- 6.5.4 Integrate public recreation with other public services, such as education, health and transportation.
- 6.5.5 Develop alternative funding sources for our park programs and facilities.
- 6.5.6 Develop facilities that make the most efficient use of the land, are designed for the convenience, health, safety, and pleasure of the intended users, and represent positive examples of design, energy use and concern for people and the environment.
- 6.5.7 Encourage community involvement in establishing priorities and programs that will serve our recreational and leisure needs and desires.

TELECOMMUNICATIONS

6.6 GOAL: Provide our citizens with access to efficient and affordable telecommunications systems.

Objectives

- 6.6.1 Accommodate both wired and wireless communications.
- 6.6.2 Accommodate both private and public communication.
- 6.6.3 Accommodate both one-way and two-way flow of audio and video information.
- 6.6.4 Provide opportunity for our citizens to access government and other public information remotely.
- 6.6.5 Encourage co-location of cellular and other telecommunications facilities to minimize the number of telecommunications towers.
- 6.6.6 Ensure local telecommunications regulations are easily adaptable to accommodate the rapidly changing technology of the telecommunications industry.

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UTILITY SUPPLY

6.7 GOAL: Provide our citizens an adequate and affordable supply of electricity, natural gas, and water.

Objectives

- 6.7.1 Continue maintenance and upgrading of our existing utility supply systems.
- 6.7.2 Coordinate utility expansions with planned growth and development in the community.
- 6.7.3 Coordinate utility expansions to complement efficient use of services by concentrating development in specified areas.
- 6.7.4 Encourage the placement of all utilities underground, where feasible.

SANITARY SEWAGE DISPOSAL STORM WATER DISPOSAL

6.8 GOAL: Provide the community with an adequate means of sewage treatment that will protect the public health and the natural environment.
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Objectives

- 6.8.1 Work with the Regional Water Resource Agency and the City of Whitesville to design and develop sanitary sewer systems to eliminate existing problems and to provide for future growth in the most efficient, economical, and environmentally sound manner possible.
- 6.8.2 Incorporate independent, private plants and onsite systems into larger municipal systems as a reduction measure in point source discharges.
- 6.8.3 Assure conformance of treatment plant discharges with effluent limitations set by the Kentucky Natural Resources and Environmental Protection Cabinet, Division of Water Quality.
- 6.8.4 Plan phasing of any necessary package treatment plants in such a manner as to prevent duplication of facilities within the municipal system.
- 6.8.5 Operate sewage disposal systems so as to achieve zero point source pollution.
- 6.8.6 Require review of Regional Water Resource Agency (RWRA) planning before approving development within RWRA's jurisdiction.
- 6.8.7 Encourage extension of sanitary sewer system or installation of a dry sanitary sewer system for all new residential development with new streets.

6.9 GOAL: Protect life, property and vital transportation routes from flood damage and disruption.

Objectives

- 6.9.1 Design and develop our storm water system to eliminate existing problems and to provide for future growth in the most efficient, economical, and environmentally sound manner possible.
- 6.9.2 Promote a joint city-county drainage effort with adequate funding and staff to address storm water run-off problems within the Urban Service Area.
- 6.9.3 Maintain adequate controls on and provisions for new development so as not to worsen existing drainage problems.
- 6.9.4 Give proper consideration to the entire drainage basin affected, rather than only to the area of property under development.
- 6.9.5 Educate the public about the drainage problem and need for additional funds to correct drainage deficiencies.

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SOLID WASTE DISPOSAL

6.10 GOAL: Manage the collection and disposal of refuse so as not to endanger the community health or the environment, as well as to search for productive re-use of waste material.

Objectives

- 6.10.1 Evaluate the costs and benefits of consolidating solid waste operations in the county.
- 6.10.2 Consider alternative means for solid waste collection and disposal.
- 6.10.3 Separate semi-hazardous materials in the disposal process.
- 6.10.4 Encourage use of the Daviess County Landfill as the primary solid waste facility for the citizens of Daviess County.
- 6.10.5 Eliminate open dumps in the county.
- 6.10.6 Educate the public about the problems and dangers of solid waste mismanagement.
- 6.10.7 Explore alternative financing techniques for our solid waste systems

7 *Environment*

7.1 GOAL: Protect the natural environment and preserve our natural resources.

Objectives

- 7.1.1 Eliminate pollution problems that would deprive us of purity in our air, water, food, etc.
- 7.1.2 Sustain replaceable resources.
- 7.1.3 Reduce, reuse, or recycle irreplaceable resources, do without, or find proper substitutes.
- 7.1.4 Select carefully the land to remove from the natural reserve that will be allocated for urbanization.
- 7.1.5 Promote the growth of trees, plants, and wildlife in our urban areas.
- 7.1.6 Minimize scraping and bulldozing in developing areas.
- 7.1.7 Save and enhance existing green areas.
- 7.1.8 Protect fragile lands and artifacts from indiscriminate impact or loss.
- 7.1.9 Discourage urban development on prime farmland, except within designated urban growth areas or rural communities.
- 7.1.10 Discourage urban development in flood plains.
- 7.1.11 Preserve historic buildings and archaeological sites.
- 7.1.12 Encourage preservation of existing significant natural features and historic sites.
- 7.1.13 Encourage institution of measures to ensure protection of natural drainage areas.
- 7.1.14 Encourage the use of alternative energy sources where economically and environmentally feasible.