



# OLDHAM COUNTY COMPREHENSIVE PLAN GOALS AND OBJECTIVES

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# GOALS AND OBJECTIVES



Future Land Use



Transportation



Community  
Facilities and  
Services



Environment



Housing



Economic  
Development



Tourism





### Mission Statement

Our mission aims to foster a vibrant and sustainable community that honors our heritage and rural roots while embracing progress, creating a balance between responsible growth and economic vitality while ensuring that the county remains a desirable place to live and work.

### Vision

The vision describes the overall direction of the Comprehensive Plan.

### Goals

These statements establish broad, desired outcomes for the vision statement.

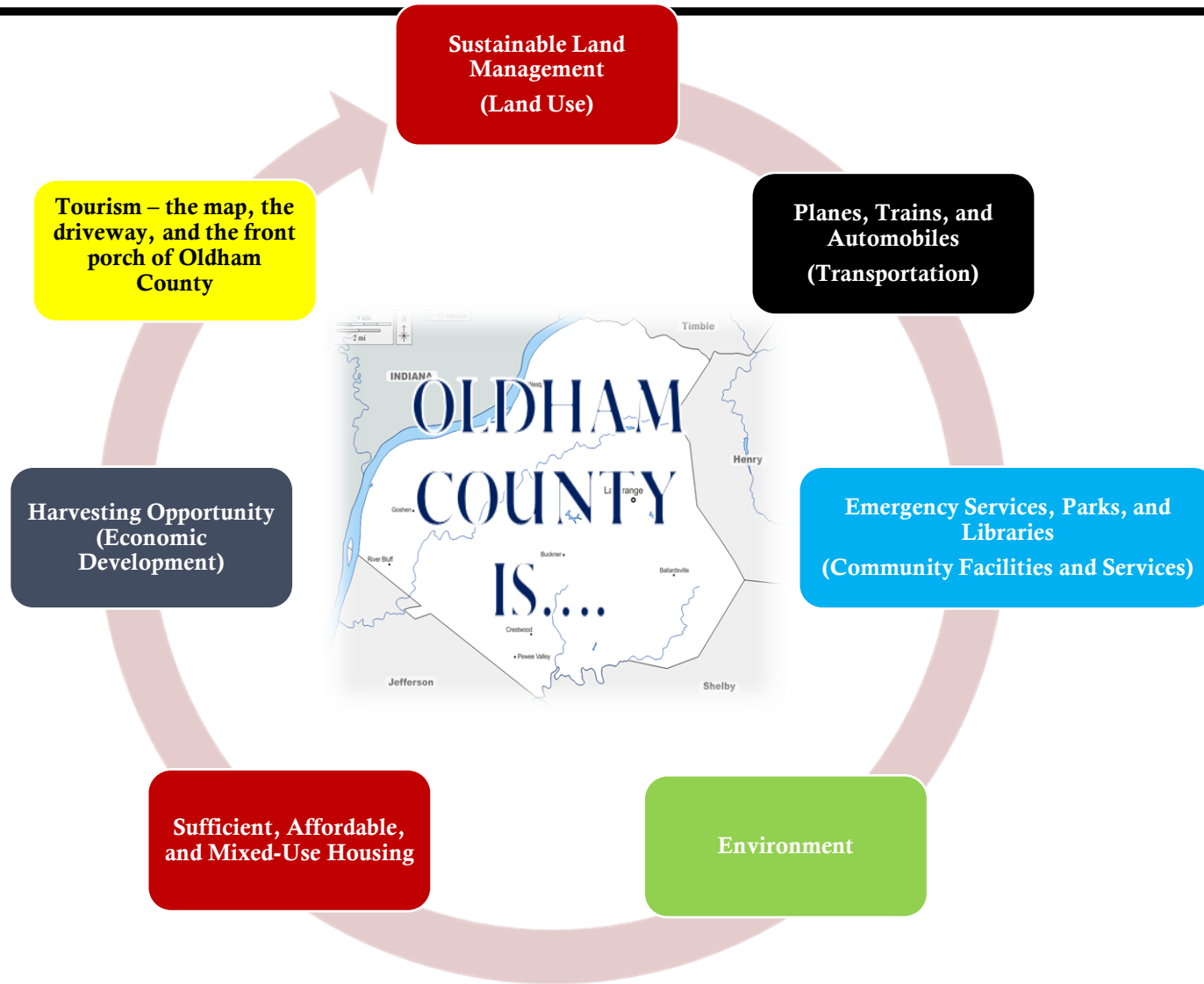
### Objectives

Each goal is supported by objectives which help to define the meaning of the goal, specify strategies to achieve the goal, and provide a greater sense of direction.

### Action Items

These are the recommendations used to guide the County and its Staff to accomplish goals and objectives and implement the vision.

# The Vision





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# LAND USE GOALS & OBJECTIVES

1. Provide for planned and orderly growth to protect land from premature or unsuitable development.
  2. Promote a diverse range of housing opportunities.
  3. Strengthen our local community by expanding employment opportunities that diversify tax revenues, support community facilities and services, and provide job opportunities for Oldham County residents.
  4. Protect the character of historic and culturally important structures and neighborhoods through the creation and use of historic districts and architectural design standards.
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**Goal LU-1: *Provide for planned and orderly growth to protect land from premature or unsuitable development.***

**Obj. LU-1-1: New development should be compatible with surrounding land uses, community, and local infrastructure.**

1. The Comprehensive Zoning Ordinance and Subdivision Regulations will implement the principles of the Comprehensive Plan.
  2. The Comprehensive Zoning Ordinance and Subdivision Regulations will reflect level of service / capacity standards developed in conjunction with community agencies having jurisdiction.
  3. New developments should meet or exceed level of service / capacity standards or mitigate deficiencies to ensure services, infrastructure, and agencies are not strained beyond adequate capacity.
  4. Promote adequate transitions of land use, intensity, and scale and ensure buffers between incompatible land are used to ensure the character and function of each land use type.
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***Goal LU-1: Provide for planned and orderly growth to protect land from premature or unsuitable development.***

**Obj. LU-1-2: Preserve areas of environmental concern including soil, topographical, flood prone areas, wetlands, and nearby wildlife habitat.**

1. Encourage alternative on-site sewage disposal systems while continuing the development of county-wide wastewater treatment plants.
  2. Encourage development to follow natural topography and retain natural topographic and wetland features.
  3. Encourage infill developments where practical to reduce economic costs while addressing environmental concerns.
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**Goal LU-1: *Provide for planned and orderly growth to protect land from premature or unsuitable development.***

**Obj. LU-1-3: Find ways to preserve the county's rural character and agricultural land that enable such activities to co-exist and compliment one another and adjoining land uses.**

1. The Comprehensive Zoning Ordinance and Subdivision Regulations should provide flexibility in zoning to encourage subdivisions which compliment the rural character of Oldham County.
  2. Encourage the support of agricultural businesses and tourism to create jobs, revenue, and preserve agricultural land within Oldham County.
  3. Encourage land leasing on a long-term basis for farming opportunities.
  4. Ensure the Comprehensive Zoning Ordinance and subdivision regulations reflect the preservation of land for agricultural purposes.
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**Goal LU-1: *Provide for planned and orderly growth to protect land from premature or unsuitable development.***

**Obj. LU-1-4: Encourage development in areas with existing capacity, infrastructure, and services before moving into less developed areas of the county.**

1. Prioritizing development facilitates the efficient use of resources and provides an effective means to use vacant, bypassed, and underutilized land.
  2. Staff should identify development priority areas, ensuring consistency with the Comprehensive Plan, and the Future Land Use Map.
  3. Address impacts to surrounding areas, existing homes and neighborhoods, and ensure compatibility with surrounding density, housing type, property values, and historic districts/properties.
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## **Goal LU-2: Promote a diverse range of housing opportunities.**

**Obj. LU-2-1: Encourage a balanced mix of housing types, including single-family, multi-family, and mixed-use options to expand affordability and lifestyle choices.**

1. Housing supply and accessibility should include efforts to provide an appropriate mix of housing types and opportunities to meet the needs of all people.
  2. Promote mixed use developments and designate areas for such development in Future Land Use.
  3. Mixed use developments should be encouraged to accommodate a variety of complimentary and integrated uses which can help reduce traffic, encourage walkability, and locate homes, retail, and employment opportunities within easy commuting distance.
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## **Goal LU-2: Promote a diverse range of housing opportunities.**

**Obj. LU-2-2: Promote connectivity between neighborhoods and encourage the integration of community and civic facilities in neighborhood design.**

1. Neighborhood connectivity enhances the quality of life by enhancing walkability and pedestrian access, promoting pathways that connect residential areas, improving mobility and access, and enhancing social interaction.
  2. Connectivity improves emergency response and provides pathways for ingress and egress in the event of an emergency.
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## **Goal LU-2: Promote a diverse range of housing opportunities.**

### **Obj. LU-2-3: Address affordable housing within all areas of Oldham County.**

1. Take advantage of federal and state programs for the rehabilitation of substandard housing units.
  2. Encourage private sector rehabilitation projects of existing substandard homes which create opportunities for housing and strengthens and revitalizes existing communities and neighborhoods.
  3. Collaborate regionally to expand access to affordable housing throughout Oldham County.
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***Goal LU-3: Strengthen our local community by expanding employment opportunities that diversify tax revenues, support community facilities and services, and provide job opportunities for Oldham County residents.***

**Obj. LU-3-1: Support the retention of existing businesses within Oldham County while ensuring growth is compatible with adjacent land uses and the availability of community facilities and services.**

1. Ensure the Comprehensive Zoning Ordinances are current to avoid delay in approval processes.
  2. Coordinate with local public and private groups to ensure that projects support Economic Development goals and objectives.
  3. Create incentives that encourage businesses to partner with public, private and civic organizations to cultivate a positive public image, enhance networking opportunities, and foster unity through shared goals.
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**Goal LU-3: *Strengthen our local community, expand employment opportunities that increase tax revenues, support community facilities and services, and provide job opportunities for current and future Oldham County residents.***

**Obj. LU-3-2: Ensure adequate commercial and industrial land uses are available and ensure that these sites are identified so that the surrounding community impact is reduced.**

1. Locate areas for commercial and industrial opportunities and designate areas for such development in the Future Land Use Maps.
  2. Promote development in existing areas of the county designated for this type of use. Examples include Oldham Reserve, Commerce Parkway, commercial corridors, and zoned Industrial Park Districts.
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***Goal LU-4: Protect the character of historic and culturally important structures and neighborhoods through the creation and use of historic districts and architectural design standards.***

**Obj. LU-4-1: Develop design guidelines to ensure that future development is compatible with existing community historic and cultural character.**

1. Overlay districts provide for additional protections that are not specifically dealt with in the underlying zoning district.
  2. Ensure that special features such as signage, design, architecture, and setbacks are addressed in the Comprehensive Zoning Ordinance and Subdivision Regulations.
  3. Collaborate with public and private entities as well as local legislative bodies to identify and address cultural and historical resources to assist the community in protecting and marketing historical properties and resources around Oldham County.
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# TRANSPORTATION GOALS & OBJECTIVES

1. Facilitate a safe, efficient, and connected transportation network that supports growth, mobility, and economic development.
  2. Support multi-modal connectivity by promoting pedestrian, bicycle, and roadway linkages between neighborhoods, workplaces, and amenities.
  3. Protect and preserve scenic or culturally important transportation corridors and resources
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**Goal T-1: *Facilitate a safe, efficient, and connected transportation network that supports growth, mobility, and economic development.***

**Obj. T-1-1: Encourage improvements to existing transportation corridors to enhance safety, reduce congestion, and accommodate planned development.**

1. Develop and assign access classifications for roadway segments based on the current condition of the roadway and any planned improvements. Standards should address driveway and curb cut spacing, median spacing, and signal spacing.
  2. Develop corner clearance, joint and cross access easement, connection and median opening, driveway design, and unified access and circulation standards.
  3. Limit residential access on arterial roadways to prevent safety hazards.
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**Goal T-1: *Facilitate a safe, efficient, and connected transportation network that supports growth, mobility, and economic development.***

**Obj. T-1-2: Develop and maintain a major thoroughfare plan that depicts existing and proposed thoroughfares and provides minimum right-of-way and typical cross-section standards. Utilize standards to determine right-of-way dedication requirements for all development proposals.**

1. Conduct, update or review studies to ensure that current and future transportation-related problems and ensure needs in all areas of Oldham County are identified and addressed.
  2. Encourage phasing developments when road improvements are necessary to accommodate proposed project impacts.
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**Goal T-1: *Facilitate a safe, efficient, and connected transportation network that supports growth, mobility, and economic development.***

**Obj. T-1-3: Establish minimum right-of-way, design, and construction standards for collectors and local roads to accommodate safe emergency vehicle access, respond to environmental constraints and ensure compatibility with the character of proposed development.**

1. Address and promote the need for internal connections and alternative access between adjacent land uses such as residential subdivisions or commercial developments.
  2. Develop roadway design standards for new roads that are safe, efficient, and minimize the adverse impacts upon the community. Standards should address:
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**Goal T-1: *Facilitate a safe, efficient, and connected transportation network that supports growth, mobility, and economic development.***

**Obj. T-1-4: Coordinate improvements to the transportation system with land use decisions to ensure maintenance of an adequate level of service.**

1. Road improvement projects and other transportation recommendations that are found to be consistent with the Comprehensive Plan should be included as supplemental resources to the Comprehensive Plan.

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## **Goal T-1: Facilitate a safe, efficient, and connected transportation network that supports growth, mobility, and economic development.**

**Obj. T-1-5: Utilize traffic impact analyses to project, describe and suggest ways of off-setting the effects of development when appropriate.**

1. Require traffic impact analysis for all developments that will generate 100 or more new inbound or outbound trips during the peak hours. Proposals should be transmitted for review and comment in a timely manner prior to Planning Commission decision or recommendation to allow adequate time for review.
  2. Although the development may generate less than the above defined threshold of new trips, it may still be necessary to require an analysis of site access for reasons such as the following:
    1. High traffic volumes on the adjacent roadway that may affect movement into or out of the site;
    2. Lack of existing left-turn lane(s) on the adjacent roadway at the proposed access drive(s);
    3. Inadequate horizontal or vertical sight distance at access points;
    4. The proximity of the proposed access points to other existing drives or intersections;
    5. The proposed use is a special or conditional use zoning classification or involves a drive-through operation.
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**Goal T-1: *Facilitate a safe, efficient, and connected transportation network that supports growth, mobility, and economic development.***

**Obj. T-1-6: Utilize traffic calming techniques for collector and local roads to produce safer and more livable streets for motorists and pedestrians.**

1. Street design standards should include technical drawings that address pedestrian safety and traffic flow and volumes in neighborhoods and other areas where livability is affected by motor vehicle traffic.
  2. Utilize the Safe Streets and Roads for All Safety Action Plan to determine priority areas for safety improvements.
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**Goal T-2: Support multi-modal connectivity by promoting pedestrian, bicycle, and roadway linkages between neighborhoods, workplaces, and amenities.**

**Obj. T-2-1: Work with the Kentuckiana Regional Planning and Development Agency (KIPDA) to modify the Regional Bicycle and Pedestrian Plan to incorporate existing and planned bicycle and pedestrian routes within Oldham County.**

1. Develop long-term, countywide bicycle and pedestrian recommendations in the Major Thoroughfare Plan and applicable Master Plans.
  2. Promote the inclusion of bicycle and pedestrian facility connections between nearby developments and community facilities or workplaces.
  3. Promote pedestrian and bicycle pathways as part of the subdivision and site plan approval process.
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**Goal T-2: Support multi-modal connectivity by promoting pedestrian, bicycle, and roadway linkages between neighborhoods, workplaces, and amenities.**

**Obj. T-2-3: Enhance opportunities for transit use by working with major employers and retail centers to provide park and ride facilities or to participate in ride-sharing programs designed to reduce the number of single occupant vehicular trips.**

1. Address road facilities, public transportation, ride sharing programs, bicycle and pedestrian facilities in the public participation process.
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**Goal T-2: Support multi-modal connectivity by promoting pedestrian, bicycle, and roadway linkages between neighborhoods, workplaces, and amenities.**

**Obj. T-2-4: Coordinate pedestrian and bicycle facility planning with multi-objective greenway strategies by taking advantage of Oldham County's rich heritage of natural resources and scenic vistas.**

1. Address pedestrian and bicycle facilities in the Greenways Master Plan.

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***Goal T-3: Protect and preserve scenic or culturally important transportation corridors and resources.***

**Obj. T-3-1: Identify and designate scenic and culturally important transportation corridors and resources.**

1. Preserve historic and scenic resources along transportation corridors within Oldham County using local, state and federal guidelines.
2. The design of developments, including signs abutting designating scenic corridors are to be in keeping with the aesthetic character of the corridor.



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# ENVIRONMENT GOALS & OBJECTIVES

1. Preserve and improve the quality of Oldham County's natural resources, including water, air and soil, while protecting the health, safety and welfare of its citizens through a watershed-based approach to environmental planning and stormwater management.
  2. Allow site development that does not adversely impact environmental features and resources or air quality and minimizes noise and lighting impacts to and from adjacent and nearby uses.
  3. Protect and enhance the Ohio River Corridor, and its tributaries, as a valuable county natural resource.
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***Goal E-1: Preserve and improve the quality of Oldham County's natural resources, including water, air and soil, while protecting the health, safety and welfare of its citizens through a watershed-based approach to environmental planning and stormwater management.***

**Obj. E-1-1: Best management practices should be used on individual development sites to control soil erosion into lakes and streams, prevent hazardous materials from degrading surface or groundwater resources, and protect water from other types of environmental threats.**

1. Review and update the Soil and Erosion Control Ordinance periodically to ensure that the most current Best Management Practices are being employed in the ordinance.
  2. Require secondary containment, treatment and emergency response plans for activities that propose pollution sources such as storing and dispensing of petroleum products, chemical storage and sale or transfer of potential contaminants.
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**Goal E-1: *Preserve and improve the quality of Oldham County's natural resources, including water, air and soil, while protecting the health, safety and welfare of its citizens through a watershed-based approach to environmental planning and stormwater management.***

**Obj. E-1-2: Work toward implementation of fully developed watershed master plans.**

1. Oldham County Planning & Development will assist in the preparation of multi-jurisdictional watershed planning and watershed management within and adjacent to the County.

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***Goal E-1: Preserve and improve the quality of Oldham County's natural resources, including water, air and soil, while protecting the health, safety and welfare of its citizens through a watershed-based approach to environmental planning and stormwater management.***

**Obj. E-1-3: On individual development sites, blue-line streams should be retained in their natural locations and conditions and those already disturbed should be preserved from further degradation.**

1. Protect blue-line streams from channelization, stripping, relocation, erosion or other alteration.
  2. Establish minimum vegetative buffers for the banks of blue-line streams for all development proposals to protect the functional integrity of the channel.
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**Goal E-1: *Preserve and improve the quality of Oldham County's natural resources, including water, air and soil, while protecting the health, safety and welfare of its citizens through a watershed-based approach to environmental planning and stormwater management.***

**Obj. E-1-4: On individual development sites, limit the use of septic tanks in designated conservation zones and floodplains and encourage their use in areas with appropriate soil and groundwater conditions based on the recommendations of the appropriate agencies.**

1. Refer to state standards for on-site septic systems in the zoning ordinance.
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***Goal E-2: Allow site development that does not adversely impact environmental features and resources or air quality and minimizes noise and lighting impacts to and from adjacent and nearby uses.***

**Obj. E-2-1: Areas with sensitive slopes should be used only in cases where sufficient long-term safeguards can be implemented to minimize erosion and eliminate the potential for slippage of structural elements.**

1. Develop guidelines to identify areas where testing and engineering studies should be required prior to consideration of a development approval. Guidelines for requiring analysis and engineering studies should be based upon the limitations of certain soil associations as outlined in the Oldham County Soil Survey.
  2. Encourage the use of planning, design and development practices that:
    - a. Take advantage of the best use of the natural terrain for building sites and roads.
    - b. Employ advanced and up-to-date Best Management Practices.
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**Goal E-2: Allow site development that does not adversely impact environmental features and resources or air quality and minimizes noise and lighting impacts to and from adjacent and nearby uses.**

**Obj. E-2-2: Encourage the preservation of natural topographic contours in site development and restrict site grading to the minimum necessary to effectively manage stormwater.**

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**Goal E-3: *Protect and enhance the Ohio River Corridor, and its tributaries, as a valuable county natural resource.***

**Obj. E-3-1: Develop strategies and programs designed to focus community attention on the preservation and use of the Ohio River Corridor. Coordinate these strategies and programs with the appropriate plans.**

1. Encourage public and private entities to acquire land along the riverfront for public access and protection of natural areas.
  2. Encourage the development of land uses that are complimentary to river access points and provide venues for community events and festivals. Make sure these developments respect and protect sensitive riparian corridor habitat and soils.
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# COMMUNITY FACILITIES GOALS & OBJECTIVES

1. Provide for needed public / community facilities and services through planned and equitable use of the community's financial, physical, and human resources.
  2. Plan, establish guidelines, and coordinate efforts with community services organizations for the appropriate levels of capacity and service for sewage disposal, potable water, schools, fire protection, and solid waste disposal within Oldham County.
  3. Expand county-wide learning opportunities for all ages by encouraging opportunities for public / private partnerships with local schools, universities, colleges, and technical campuses to promote lifelong learning opportunities and create pathways for success..
  4. Provide for exceptional public parks, recreational facilities, open spaces, and trails which support the preservation of the county's natural and scenic resources, wildlife habitats, residential amenities, and visitor attractions.
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**Goal CF-1: *Provide for needed public / community facilities and services through planned and equitable use of the community's financial, physical, and human resources.***

**Obj. CF-1-1: Maintain and use existing community facilities when appropriate.**

1. Encourage departments and agencies to prepare facility plans that include the following:
    - a. Inventory of facilities
    - b. Evaluation of their condition
    - c. Desirable levels of service
    - d. Repair and replacement schedule
    - e. The need for new or expanded facilities
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**Goal CF-1: *Provide for needed public / community facilities and services through planned and equitable use of the community's financial, physical, and human resources.***

**Obj. CF-1-2: Give consideration to growth and development priority areas when considering expansion or new construction of community facilities and services.**

1. Staff should identify development priority areas, ensure consistency with the Comprehensive Plan, and the Future Land Use Map.
  2. Review community facility and service plans to ensure that development priority areas are consistent with these plans.
  3. Specific recommendations for each development priority area may need to address the timing of development with respect to the provision of critical community facilities and services.
  4. Address any community facilities and services deficiencies immediately.
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***Goal CF-2: Plan, establish guidelines, and coordinate efforts with community services organizations for the appropriate levels of capacity and service for sewage disposal, potable water, schools, fire protection, and solid waste disposal within Oldham County.***

**Obj. CF-2-1: Maintain and update capacity standards in Subdivision Regulations to ensure adequate community facilities and services are maintained.**

1. Establish agreements to facilitate the coordination of land use planning and development review to ensure community agencies with jurisdiction can adequately provide services.
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***Goal CF-2: Plan, establish guidelines, and coordinate efforts with community services organizations for the appropriate levels of capacity and service for sewage disposal, potable water, schools, fire protection, and solid waste disposal within Oldham County.***

**Obj. CF-2-2: Maintain Oldham County's high level of educational and enrichment opportunities through continued investment in the human and physical resources necessary to meet educational and informational needs of a growing population.**

1. Coordinate with Oldham County Public Schools and other entities to coordinate population projections with long range facility planning and the development review process.
  2. Work with Oldham County Public Schools to facilitate coordination and planning regarding land use, site design and infrastructure for new school facilities and/or expansions.
  3. Consider opportunities that encourage the co-location of school facilities with libraries, parks, or other recreational opportunities.
  4. Utilize or create pedestrian and bike pathways to existing or planned school facilities from surrounding developments to reduce congestion and provide a safe way for students to walk or ride their bicycles to school.
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***Goal CF-3: Expand county-wide learning opportunities for all ages by encouraging opportunities for public / private partnerships with local schools, universities, colleges, and technical campuses to promote lifelong learning opportunities and create pathways for success.***

**Obj. CF-3-1: Encourage commercial developments and businesses to create partnerships with our community to create and enhance educational opportunities through direct involvement with local schools or through scholarship and investment programs in the youth and young adults of Oldham County.**

1. Support education and training for employment opportunities and/or personal growth.
  2. Increase the involvement of university and college resources within the community.
  3. Encourage the development of our youth and young adults in career pathways.
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**Goal CF-4: *Provide for exceptional public parks, recreational facilities, open spaces, and trails which support the preservation of the county's natural and scenic resources, wildlife habitats, residential amenities, and visitor attractions.***

**Obj. CF-4-1: Assist community service agencies in creating and updating master plans that plan for the future.**

1. Coordinate with agencies to ensure plans are updated every five years.



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# ECONOMIC DEVELOPMENT GOALS & OBJECTIVES

1. Expand Oldham County's economy through business growth and job creation.
  2. Encourage business development that enhances Oldham County's quality of life.
  3. Pursue expanded infrastructure for the benefit of residents and a growing business community.
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**Goal ED-1: Expand Oldham County's economy through business growth and job creation.**

**Obj. ED-1-1: Diversify the property tax base by attracting office, commercial, agri-business and industrial development in appropriately determined areas.**

1. Promote development in existing areas of the county designated, for office, commercial, agri-business, and industrial uses. Examples include Oldham Reserve, Commerce Parkway, commercial corridors and zoned development districts.
  2. Connect the business community with governmental, non-profit, and private sector services / resources that promote business growth and expansion.
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## **Goal ED-2: Encourage business development that enhances Oldham County's quality of life.**

**Obj. ED-2-1: Enhance Oldham County's quality of life by expanding investment in projects and programs that promote health, wellness, beauty, history, and conservation of natural resources.**

1. Cultivate relationships with existing and prospective businesses to support their future needs related to expansion, relocation, or workforce development.
  2. Connect businesses with Federal, State, Local, non-profit, and private sector services/resources which promote business growth and expansion.
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**Goal ED-3: Pursue expanded infrastructure for the benefit of residents and a growing business community.**

**Obj. ED-3-1: Grow governmental and private sector infrastructure investment.**

1. Encourage developers to embrace enhanced infrastructure standards.
  2. Pursue grants and programs to appropriate funds that support the expansion of roads and utilities.
  3. Advocate for continuous re-investment in existing infrastructure.
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1. Enhance Oldham County's brand as a unique, high-value destination while preserving and celebrating the character of its towns and landscapes and supporting vibrant new experiences.
2. Position Oldham County as a place where people are drawn to visit, proud to call home, and inspired to build community by promoting experiences that celebrate its rural beauty, cultural richness, and welcoming spirit.

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***Goal TO-1: Enhance Oldham County's brand as a unique, high-value destination while preserving and celebrating the character of its towns and landscapes and supporting vibrant new experiences.***

**Obj. TO-1-1: Promote immersive, hands-on activities rooted in education, wellness, history, and creativity.**

1. Support the development of new accommodations.
  2. Grow wellness tourism offerings rooted in outdoor recreation, food, grades, spa, unique event spaces, and spiritual retreat centers which promote quality of life.
  3. Develop new military and veteran tourism programs.
  4. Continue to promote and develop new creative, heritage, an agritourism experiences that set Oldham County apart and worth the drive.
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***Goal TO-1: Enhance Oldham County's brand as a unique, high-value destination while preserving and celebrating the character of its towns and landscapes and supporting vibrant new experiences.***

**Obj. TO-1-2: Promote and elevate Oldham County's appeal by protecting greenspaces, supporting small business, and building a countywide sense of place.**

1. Expand tourism programming in under-promoted towns.
  2. Reinforce the unique identity of each community while building a consistent, countywide brand.
  3. Continue beautification and tourism efforts in Westport, emphasizing riverfront assets and quaint, small-town charm.
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***Goal TO-2: Position Oldham County as a place where people are drawn to visit, proud to call home, and inspired to build community by promoting experiences that celebrate its rural beauty, cultural richness, and welcoming spirit.***

**Obj. TO-2-1: Position Oldham County as a uniquely authentic and desirable destination for visitors while preserving its identity and landscape.**

1. Highlight Oldham County's distinct rural charm, natural beauty, community characters, and genuine authenticity in all branding efforts.
  2. Promote experiences that cannot be duplicated in surrounding counties or metro areas.
  3. Avoid overuse of generic descriptors like "small-town" and instead focus on place-based storytelling that captures each town's individuality as it fits into the overall character of the county.
  4. Incorporate into all marketing materials, high-level educational components through outdoor recreation, equine heritage, family hands-on experiences, and one-of-a-kind agritourism experiences, including bourbon and beer production.
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***Goal TO-2: Position Oldham County as a place where people are drawn to visit, proud to call home, and inspired to build community—by promoting experiences that celebrate its rural beauty, cultural richness, and welcoming spirit.***

**Obj. TO-2-2: Leverage Oldham County's proximity to Louisville as a competitive advantage while reinforcing experiences found 'Only in Oldham.'**

1. Create marketing campaigns that appeal to visitors seeking unique, one-of-a-kind nearby getaways and experiences within 30 minutes of Louisville that can't be replicated by surrounding cities.
  2. Encourage day-trippers to extend their stay with overnight lodging by promoting curated countywide themed itineraries, outdoor events, and lush greenspaces such as trails, parks, and farm tours.
  3. Differentiate Oldham County from nearby destinations (Louisville, Shelby County, etc.) through curated experiences and brand identity, focusing on experiences not found, and not easily reproduced elsewhere.
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***Goal TO-2: Position Oldham County as a place where people are drawn to visit, proud to call home, and inspired to build community—by promoting experiences that celebrate its rural beauty, cultural richness, and welcoming spirit.***

**Obj. TO-2-3: Support and develop high-quality tourism experiences that enhance quality of life for residents and visitors alike.**

1. Collaborate with local attractions to develop experiences that align with community values, reflect resident and visitor interests, and strengthen Oldham County's tourism appeal.
  2. Encourage the development of tourism assets that double as amenities for residents (e.g., parks, festivals, trails, outdoor adventures, etc.).
  3. Host, support, and promote events and experiences that build community pride while attracting new audiences.
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***Goal TO-2: Position Oldham County as a place where people are drawn to visit, proud to call home, and inspired to build community—by promoting experiences that celebrate its rural beauty, cultural richness, and welcoming spirit.***

**Obj. TO-2-4: Promote tourism's role in supporting a healthy local economy through economic impact of small business vitality, tourism industry job creation, and responsible growth.**

1. Expand and develop tourism marketing programs that drive foot traffic to local travel and visitor-service merchants, all lodging, restaurants, and agritourism attractions.
  2. Collaborate with business owners and new entrepreneurs to build tourist-specific businesses.
  3. Offer networking, training, and recognition opportunities for local tourism partners to grow their business in the community.
  4. Promote tourism's role in creating low-impact, high-value jobs that enhance community vitality without overburdening local services. Visitors don't require county services.
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***Goal TO-2: Position Oldham County as a place where people are drawn to visit, proud to call home, and inspired to build community—by promoting experiences that celebrate its rural beauty, cultural richness, and welcoming spirit.***

**Obj. TO-2-5: Foster regional and local collaboration where possible to ensure unified, countywide promotion and growth.**

1. Establish partnerships with other tourism organizations.
  2. Continue promoting all seven communities under the unified Oldham County brand allowing for stronger, more cohesive marketing at a higher level.
  3. Continue to coordinate with regional and state tourism partners to ensure Oldham County's inclusion in larger marketing efforts.
  4. Collaborate with local agencies who wish to include Tourism, and who have an interest in promoting the county in a way that makes sense for attracting visitors and encourages reasons for them to stay in Oldham County.
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***Goal TO-2: Position Oldham County as a place where people are drawn to visit, proud to call home, and inspired to build community—by promoting experiences that celebrate its rural beauty, cultural richness, and welcoming spirit.***

**Obj. TO-2-6: Develop, maintain and leverage place-based storytelling to promote Oldham County's unique identity.**

1. Use authentic stories rooted in Oldham County's history, people, and landscapes to guide all tourism marketing and product/program development.
  2. Highlight specific community-based experiences that distinguish Oldham County from surrounding destinations.
  3. Collaborate with cities about their history, local artists, and storytellers to preserve and elevate the stories of each town.
  4. Ensure that all messaging reinforces a sense of place, pride, and cultural connection for both visitors and residents.
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