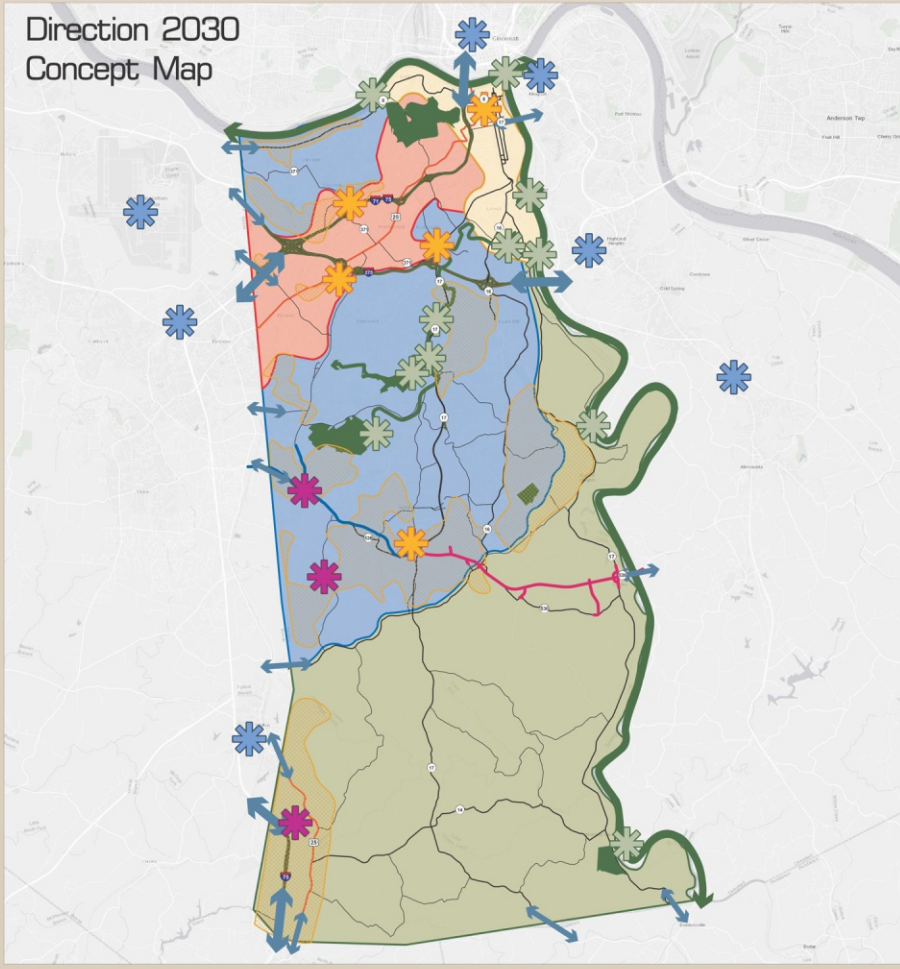


# Concept Map

This conceptual level map is intended to provide a county-level snapshot of major themes found in Direction 2030. The map shows a variety of different high-level ideas like major mobility upgrades, areas anticipated to experience increasing land use demand, regional activity centers, and sub areas.



## Direction 2030 Subareas



### Urban

The Urban Sub Area is the birthplace of settlement in Kenton County. This area lies in and around the confluence of the Licking and Ohio Rivers, in a lower basin area that provided level ground for early development. The urban areas contain a regional central business district and with many neighborhoods that are well connected by mass transit, interstates, and state and local roads. Housing here is diverse, dense, and varied; but aging housing stock presents its own challenges. A diverse array of commercial and industrial uses can also be found in the urban area. Today, this area is experiencing renewed interest and is the heart of several redevelopment and infill development opportunities.



### First Ring Suburban

The First-Ring Suburban Sub Area provided for the first outward expansion of Kenton County's development patterns, following the Dixie Highway corridor. The first-ring suburbs have a dual personality, combining aspects from both the urban areas and suburban areas into a unique built environment. Many areas of the first ring suburbs are quite walkable; however, a majority of residents still rely on automobiles to access many of their daily needs such as employment or groceries. Commercial centers take the form of the smaller historical downtowns, strip centers along major thoroughfares, or big box uses located near interstate interchanges. As with the urban sub area, this area today is experiencing renewed interest, primarily in the form of infill development opportunities.



### Suburban

The Suburban Sub Area experienced development after the First-Ring Suburban areas, beginning in the 1950s and continuing into today. The area is characterized by traditional suburban housing and an auto-oriented lifestyle. Suburban communities are mostly bedroom communities with a majority of residents commuting to other parts of the region for work. Typically this sub area lacks defined "centers" and instead is characterized by varying residential subdivision developments that are connected by more major roads. Commercial uses in the suburban areas range from neighborhood-scale developments all the way up to regional retail centers.



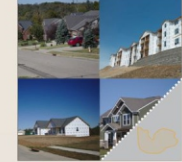
### Rural

The Rural Sub Area is the largest of the four areas and offers rural living less than 20 minutes south of the urban core. This area has not experienced any large-scale major development and is characterized by houses that are spread out with plenty of space, small to moderate sized farming operations, narrow roads, and rolling hills offering vistas of the surrounding countryside. Commercial uses in this area are typically small-scale and found at major crossroads.

## Areas of Interest

Kenton County is expected to gain roughly 15,000 residents within the 2030 study horizon. Some of these new residents will live and work in existing homes and businesses. Others will need new housing options to accommodate them, or gain employment in new ventures. The concept map displays areas that are likely experience development over the next 20 years. Commercial, industrial, and residential uses are all considered in the Areas of Interest section as they will likely place higher demands on surrounding infrastructure and adjoining developed areas. It should be noted that these areas do not represent the recommended land use for the area or reflect public desire for these uses. However, there has been recent interest identified in these areas and this data is being used to plan ahead for areas that could need additional resources if they were to be developed or redeveloped.

### Residential



\*The most significant concentration of new housing is expected to grow in the southern Independence and southern Covington areas of the county.

### Infill



\*Areas of the county where significant development or redevelopment is anticipated to occur.  
\*Mainly located in the north along the I-275 corridor and central parts of the county.

### Industrial

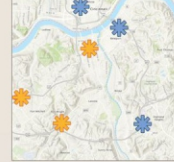


\*Areas are predominantly located along major highway corridors such as I-71/75 and Dixie Highway, rail lines, and even rivers.

## Activity Centers

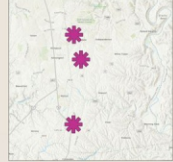
Regional Activity Centers are those areas that are either located within Kenton County (orange) and draw customers from outside the local area, or that are located outside Kenton County (blue) but impact the county's residents. They are primarily comprised of retail centers; however, some include transportation hubs or higher density housing. These areas are illustrated on the concept map because they generate increased trips and demand on the transportation network. They are important to keep in mind when considering needed transportation upgrades or the demand for additional retail units nearby. Click on the individual Regional Activity Center points to learn more about each.

### Regional Activity Centers



\*These areas generate increased trips and demand on the transportation network.

### Future Activity Centers

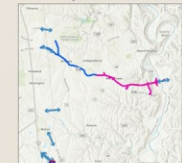


\*Future Activity Centers (purple) do not yet exist, but are anticipated to rise to a similar level of intensity within the planning horizon.

## Mobility

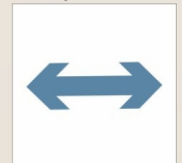
Mobility improvements in Direction 2030 encompass numerous recommendations for various modes. Important themes in the plan include improvements to existing facilities, access management strategies, multimodal improvements, introducing intelligent transportation technologies, and making the area safer for bicycles and pedestrians. Click through the tabs in this section to learn more about how the plan works to improve Mobility in Kenton County.

### East-West Mobility



\*This map shows the western portion of KY 536 in blue. This portion is slated for realignment and widening beginning in 2020. The magenta portion of KY 536 that stretches from Independence to the Campbell County line is a planning level alignment which will not be constructed for many years.

### Inter-County Mobility



\*Blue arrows are Primary Inter-county Connections. These arrows represent major state, federal, or interstate routes.  
\*These connections are important to consider because they factor into mobility needs and access from outside the county.

### Active Mobility

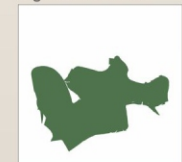


\*In 2017 & 2018, the Kenton Connects planning project researched active transportation options for Kenton County. This effort sought to improve bicycling and pedestrian conditions for the area's residents and visitors by making numerous recommendations for these modes.

## Recreation

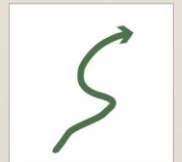
Recreational representations on the concept map consist of nodes, connections, and regionally significant parks. The representation of recreational and environmental assets are important because they draw from within the county and the larger region. These assets are included in the concept map primarily because of the plan's recommendation to create and connect to a county-wide park system, which is detailed in the Environment and Community Facilities sections of the plan.

### Regionally Significant Parks



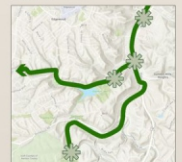
\*Kenton County has numerous parks throughout its borders but only a few are considered to be regional draws, or those that would bring others here from outside the county. These parks function independently today, but could be strengthened by a more cohesive county-level park system.

### Recreation Connections



\*Connecting regionally significant parks to each other will work to strengthen parks on the county level. These connections primarily build upon previous plans.

### Recreation Nodes



\*Recreation nodes are areas where recreation connections and regionally significant parks intersect. These are important areas because they represent opportunities for trailhead connections to the larger park system.



Direction2030 was designed to be different from the start. The online plan itself was created with one thing in mind – action. This site is dedicated to bringing you the most up-to-date information on implementation and news about the plan. The idea is to never have the plan "sit on a shelf".

[action.direction2030.org](http://action.direction2030.org)

**NKYmapLAB**  
August 2020 Volume 6: Map 2

Concept Plan Elements

- Areas of Interest
- Kenton Co. Activity Center
- Existing Activity Center
- Future Activity Center
- Inter-County Mobility
- East-West Mobility (KY-536)
- Regionally Significant Parks
- Recreation Connections
- Recreation Nodes

Featured Data Sources

- www.linlogs.org
- www.direction2030.org
- www.action2030.org
- @NKYmapLAB

NKYmapLAB Awards

2019 KY 536 Planning Award  
2019 KY 536 Planning Award  
2019 KY 536 Planning Award  
2019 KY 536 Planning Award  
2019 KY 536 Planning Award

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Your Voice. Your Choice.

Goals and Objectives

- C Community Identity
- E Economy
- G Governance
- H Health
- HC Healthy Communities
- M Mobility
- N Natural Systems
- Primary Goal
- Secondary Goal

**How Does This Topic Apply to Direction 2030?**

- E** Strive to attract and create new jobs and retain existing jobs.
- HC** Promote a business friendly environment that is essential to be competitive in the national and global market.
- M** Enhance and expand the effectiveness of the transportation system by promoting multimodal approaches that address the needs of all users.
- E** Recognize the impact of freight on the transportation network and work towards more efficient movement of freight out of, into, and through the region.