

CITY OF CANTON HORIZON 2030 COMPREHENSIVE PLAN



Horizon 2030:

City of Canton Comprehensive Plan

Canton, Georgia

Community Agenda

**Action Adopted by the Canton City Council on December 18, 2008
for Transmittal to and Review of this Community Agenda by
the Atlanta Regional Commission and the Georgia Department of
Community Affairs**

Prepared by: BRPH, Inc. and Ross and Associates

CITY OF CANTON, GEORGIA
RESOLUTION 20081218-01

RESOLUTION TO TRANSMIT

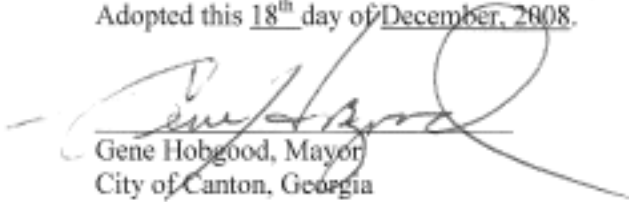
WHEREAS, the Mayor and Council of the City of Canton, Georgia has completed the Community Agenda document as part of the 20-year Comprehensive Plan update,

WHEREAS, this document was prepared according to the Standards and Procedures for local Comprehensive Planning effective May 1, 2005 and established by the Georgia Planning Act of 1989, and the required public hearing was held on October 30, 2008,


NOW THEREFORE BE IT RESOLVED, that the Mayor and Council of the City of Canton, Georgia certify that the minimum public participation and other procedural requirements, as identified in the Standards and Procedures for Local Comprehensive Planning, have been met or exceeded in preparing this draft document of the 20-year Comprehensive Plan Update; and

BE IT FURTHER RESOLVED, that the Mayor and Council of the City of Canton, Georgia hereby authorizes this draft document of the 20-year Comprehensive Plan Update to be submitted the Atlanta Regional Commission and the Georgia Department of Community Affairs for official review.


Adopted this 18th day of December, 2008.


Gene Hobgood, Mayor
City of Canton, Georgia

ATTEST:


Diana Threewitt, City Clerk
City of Canton, Georgia

APPROVED AS TO FORM AND CONTENT:


William G. Hasty, Jr., City Attorney
City of Canton, Georgia

Resolution No. 20090326-1

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF CANTON, GEORGIA, ADOPTING THE COMPREHENSIVE PLAN OF THE CITY OF CANTON IN ACCORDANCE WITH THE STANDARDS AND PROCEDURES FOR LOCAL COMPREHENSIVE PLANNING EFFECTIVE MAY 1, 2005 AND ESTABLISHED BY THE GEORGIA PLANNING ACT OF 1989.

WHEREAS, the City of Canton has historically been able to achieve its distinctive character as a city, providing quality housing, a viable downtown business district, and regional commerce;

WHEREAS, the advent of commercial and residential development pressure brings new problems as well as opportunities to the City, imposing a significant burden on the City's existing infrastructure;

WHEREAS, the concern for planned, orderly growth policies is a major objective of the Mayor and City Council of the City of Canton;

WHEREAS, the state legislature of the State of Georgia has adopted the Georgia Planning Act of 1989 which mandates that local governments draft and adopt comprehensive plans to provide thorough and consistent planning with regard to land within their governmental limits; and,

WHEREAS, the City of Canton's Comprehensive Plan including the Community Participation Plan Element, the Community Assessment Element, and the Community Agenda Element has been determined to be in compliance with the Standards and Procedures for Local Comprehensive Planning effective May 1, 2005 and established by the Georgia Planning Act of 1989;

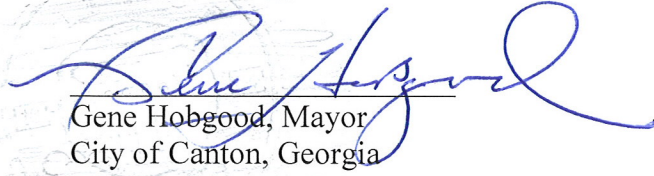
NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF CANTON, GEORGIA;

Section 1: The Mayor and City Council does hereby adopt the Canton Comprehensive Plan including the Community Participation Plan Element, the Community Assessment Element, and the Community Agenda Element.

Section 2: This Resolution shall be come effective immediately upon its passage.

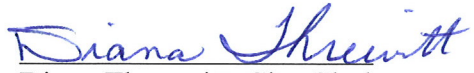
Section 3: All Resolutions and parts of Resolutions in conflict herewith are repealed.

Adopted this 26th day of March, 2009



Gene Hobgood, Mayor
City of Canton, Georgia

ATTEST:



Diana Threewitt, City Clerk
City of Canton, Georgia

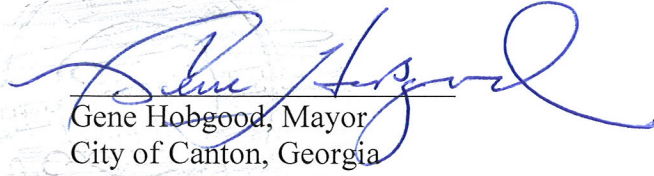
Horizon 2030: City of Canton Comprehensive Plan

Community Agenda

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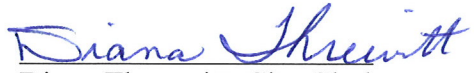
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Adopted this 26th day of March, 2009



Gene Hobgood, Mayor
City of Canton, Georgia

ATTEST:



Diana Threewitt, City Clerk
City of Canton, Georgia

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1 Community Vision, Issues, and Opportunities

1.01 Community Agenda Overview

The City of Canton Community Agenda documents the local community's aspirations for the future and establishes the Horizon 2030 Comprehensive Plan as a basic tool to document the marriage of strategic goals, concepts, and priorities with specifically identified tactical objectives and action programs for the development of the City. The general goals and priorities of the Comprehensive Plan express a framework of policies, implementation programs, and development recommendations for use by the Mayor and City Council, advisory bodies, City staff, residents, property and business owners, interested investors, and the general public when considering growth issues and opportunities. Specific policies, implementation methods, and recommendations help to identify and define systematic phases and actions for future plan development that can be monitored and measured to ensure that the outcomes are consistent with the goals and objectives of local decision makers. The more efficient use of physical and human resources is encouraged by the planning process and providing rating of activities and resources into logical phases, and the presentation of supporting trends and analytical information regarding public policies provides decision makers and investors with substantive information for deliberations planning public and private investments.

The comprehensive planning regulations adopted by the State of Georgia in May 2005 and outlined by the Georgia Department of Community Affairs (DCA) establish the Community Agenda as the document required to convey the community's vision for the future, the strategies and priorities that must be addressed, and the proposed program needed to implement the actions recommended by the strategic plan.



Downtown Canton from the West

Comprehensive planning in Georgia does not create a rigid master plan for local governments. The process identifies broad goals and policies to serve as a strategic guide for local decision-makers and to allow flexibility and diversity in the planning process for a 20-Year horizon while including realistic assumptions about the progress made and the resources available in the short term five-year planning period. The development of an appropriate infrastructure requires time to complete planning, design, and construction, and coordination with other projects and issues. The planning process also emphasizes a fair and effective public participation process to review and establish the City's vision for the future, and a process that emphasizes working with other public entities such as Cherokee County, quasi-public and private institutions, and other private stakeholders including developers, businesses, and homeowners to create integrated plans that have multiple winners.

Horizon 2030 Boundaries

The Future Development Plan for the Horizon 2030 Comprehensive Plan Community Agenda considered the existing character areas identified in the Community Assessment and the anticipated growth, development and changes expected to occur through the actions or inactions of the community to establish future character areas on the Future Development Plan and to create a proposed vision for the City's future that combines the City's goals, priorities, and development-related programs with the protection of the physical and financial resources of the community.

The Visioning process repeatedly expressed concern for areas outside the City Limits that would be affected by future growth and development based on the experience of the rapid growth in and around the City since the last plan was prepared in 1996. The Future Development Plan includes recommendations outlining the City's vision for all of the areas within the incorporated City and for the areas adjacent to the City that are within the City of Canton Growth Boundary established in 1996. Development decisions within the Growth Boundary are governed by the Cherokee County Board of Commissioners, but the area within the Growth Boundary is recognized by Cherokee County as the area where the City's actions related to nearby development and the extension of City water, sewer and other infrastructure improvements. The County needs input regarding development decisions from the City to address development decisions in this area; and although growth boundaries between other cities and Cherokee County were established for a set time period, the Growth Boundary for the City of Canton is not set to expire, and is expected to continue to serve as a planning tool for both jurisdictions.

Key areas of concern in the unincorporated areas outside the City include unincorporated pockets that are completely or partially surrounded by the City and are difficult for the County to serve as effectively as the City could. The Future Development Plan recommendations for these unincorporated areas are expected to serve as a basis for discussion and negotiation between the City of Canton, Cherokee County, and affected property owners to ensure that appropriate services are made available or expanded but not duplicated. This cooperative effort is made even more essential since the area includes a significant portion of the Interstate 575 corridor within Cherokee County. The City and the County have both indicated their desire to work together to address growth, development, and public utility expansion issues within the Growth Boundary area.

Through the Horizon 2030 public input process, local property owners requested that one small area currently within the Growth Boundary be removed to reflect the difficulty of serving the area east of I-575 and south of the Mill Creek tributary of Canton Creek with access, utilities, and public services, and to support preservation or very low intensity development on the steep slopes in that area. This request was recommended and approved by the Mayor and Council through the review process.

The City's Future Development Plan also identifies an "Area of Influence" around Canton that extends beyond the Growth Boundary into unincorporated Cherokee County to the northwest, northeast, and southeast. This Area of Influence includes the areas within the "incremental line of planning" considered to be where development decisions by the County may have impacts on City's services and operations. The purpose of this Area of Influence is to create a continuing dialog between the County and the City regarding planning and development decisions that occur in this area to allow input about how decisions may affect either government.

2030 Character Areas

The Community Assessment identified Character Areas on the basis of similar typologies, land uses and development patterns that had similar characteristics and correlated histories of development, aging, and investments.

The core area of the City is found in the Central City Character Area representing an established downtown and urban center created over the first 100 years of the City's history. Mill Number One and several old mill houses are located along the western edge of the downtown.

Historic Canton represents the stable, established middle-class residential community to the east of the downtown core. Properties are well maintained and there is a large element of owner-occupied housing in the area. There is a long history of preserving the homes along the East Main Street corridor as residential uses.

Sunnyside and New Town are older, traditional neighborhood, working-class areas that have evolved into potential redevelopment areas. Sunnyside straddled both sides of the old Marietta Road corridor and was likely considered the gateway to Canton from the south until the construction of the SR 5 Bridge over the Etowah River to the west. New Town was built as a mill town neighborhood for Mill Number Two and includes the separately developed properties on both sides of Waleska Road and the existing Northside Hospital for Canton. Both Sunnyside and New Canton include aged housing and obsolescent facilities that have not received adequate reinvestment. The Crescent Ridge Corridor provides a major highway (Riverstone Parkway) and corresponding commercial and mixed land uses adjacent to the roadway.

South Canton supplanted Sunnyside as the new gateway from the south and included automobile-oriented commercial development, shopping centers, and a drive-in theater along SR 5 to serve new residential developments to the east and west. The portion of the SR 5 corridor south of the Etowah River is designated as the South Crescent Major Highway Corridor, and includes significant properties requiring reinvestment and updating to meet current and future design preferences for commercial development. The Ivey Pocket Character Area is a residential "Neighborhood Living" area to the east and the Oakdale Character Area north of Knox Bridge Road and Ridge pine to the south provide Neighborhood Living to the west of the South Crescent Ridge Corridor. These areas were developed in the 1960s and 70s, and include aging subdivisions and individual homes on estate lots. Ivey Pocket is bounded by I-575 to the east and the SR 5 / I-575 Connector to the north.

Riverstone includes the northeastern portion of the SR 5 corridor and the mixed-use commercial, office, industrial, institutional, and residential uses between New Town and I-575. Developed as a Planned Unit Development, the area has drawn significant new investment into Canton and provides a community level activity center that encouraged the development of Technology Bluffs to the northeast.

Technology Bluffs has fewer attributes for access and development than Riverstone, but provides an appropriate area for the growth of employment and institutional facilities. The high visibility of the area along I-575 and easy access through Riverstone to I-575 and SR 5 have encouraged new investments for industrial and institutional uses, and has supported the growth of residential development in Central Cherokee. Large areas for future expansion also support the future growth of this character area.

The Technology Center Character Area identifies the Canton Industrial park located between the Historic Canton Residential Character Area and I-575. The area is hindered by a single access point on SR 20 requiring vehicles to use I-575 to access SR 5.

Canton Place Technology Center is located along SR 20 to the east of I-575 and is discussed in some more detail below.

The Etowah River Corridor is designated as the Emerald Trail. Obviously, the river corridor includes floodplains and greenway resources. The City's Central Park and Boling Park are major recreation facilities along the corridor. The Emerald Trail Character Area also includes the lands along the Etowah owned by the US Army Corps of Engineers as part of Lake Allatoona and the new Hickory Log Creek Impoundment.

The final eleven Character Areas are the recently developed suburban areas around the fringe of Canton's core that have developed since the late 1980s, and similar areas that have not yet developed. Most of these were created from planned unit development projects and surrounding areas of small subdivisions and individual residential lots. The Hickory Log Suburban Development Area is located in the northernmost portion of the City's planning area and includes two smaller PUDs. It actually splits the Technology Bluffs Character Area in two with an existing residential development on Lower Bethany Road and is probably less than 50% built out.

Great Sky and Laurel Canyon Suburban Development Areas were initially created as large PUDs located on either side of Waleska Road (SR 140). Both are inside the existing City limits, and form a pocket surrounding a large unincorporated pocket of older homes on large lots. Both PUDS have developed substantial portions of their respective areas, but opportunities remain in the unincorporated pocket for future suburban growth.

The majority of the Canton West Suburban Development Area is undeveloped forested land located north of the Etowah River with poor access. Some of the land is owned by local utilities and is not likely to change unless additional access can be provided. Local property owners expressed concern that new development in this area could overwhelm Canton's existing road system, and asked that any development require a significant effort to address transportation issues in addition to environmental concerns regarding the proximity to Lake Allatoona. This area contains the largest remaining open land left in the Canton planning area.

The Knox Bridge Suburban Development Area extends south from the Etowah to Bells Ferry Road. The area includes a recently developed PUD and several remnant parcels north of Knox Bridge Road and subdivision residential development along the south side of Knox Bridge and large lot subdivisions along the west side of Bells Ferry Road.

Etowah Shoals and Governors Walk Suburban Development Areas are respectively to the north and south of the Etowah River and the Railroad corridor to Ball Ground. Both include large lots and dense residential planned unit development and are separated from the rest of Canton by I-

575. The future growth of the Canton Place Employment Center may impact the large lots in the Governors Walk Suburban Development Area if demand for more land adjacent to the employment center increases. The flood plains along the river represent opportunities to extend potential access to recreation.

The Mountain Vista Overlook Suburban Development Area is located along both sides of Hickory Flat Road (SR 140) on the eastern side of I-575. The area includes single and multi-family housing and a few individual lot commercial uses along SR 140. The area is constrained to the south by Mill Creek and to the north by the Canton Place Employment Center.

On the southern end of the City's planning area to the west of I-575 and the South Crescent Ridge Corridor and to the south of Butterworth Road are the Prominence Point Ridge Suburban Development Area and the Prominence Suburban Development Area. The two areas are divided by the Ridge Road Parkway which represents a division between the more intensely developed Prominence Suburban development Area to the south, and the more diverse lot sizes north of the Parkway which make up the Prominence Point Ridge Suburban Development Area. The diversity of lot sizes in the Prominence Point Ridge Suburban Development Area Character Area was the primary reason for separating the two character areas.

Recommendations Overview

The Future Development Plan illustrates the City's vision for the areas within the City and the Growth Boundary line. Within the City Limits, the Canton 2030 Comprehensive Plan serves as the official Comprehensive Plan, but the recommendations for the unincorporated areas outside the agreed Growth Boundary line is intended to serve as information for local residents, business persons, and potential investors, and as advisory recommendations to Cherokee County regarding the City's vision and potential intent should the areas be annexed into the City. The County shall continue to make decisions for these areas unless and until they may be annexed into the city.

The City regards the Canton Place Technology Center as a very important employment center to support the continued growth and maturation of the City. Canton Place is evolving into a mixed use employment center and includes the future site for the relocation of Northside Hospital Canton. Its location adjacent to I-575 and astride State Route 20 creates the opportunity to become the eastern gateway between the older established areas of the City and eastern Cherokee County. The tight location of the site and the anticipated development of the hospital defined this as an employment center although some mixed community level services are being created along the frontage of SR20.

The commercial component of the Canton Place Employment Center should be carefully managed to ensure that it does not take away commercial uses from the Riverstone Mixed Use Center or cause the strip development of SR 20 into Cherokee County. Policies to limit the expansion of Canton Place Technology Center and protect the existing commercial uses in the North Crescent Corridor Character Area may be needed to ensure that the current business community is not drawn away by newer commercial centers that reduce the viability of the existing commercial along Riverstone Parkway.

The pending development of new healthcare facilities and the growth of commercial development at Canton Place may draw regional retail and service facilities to the east side of I-575 expanding Canton Place into a much larger impact on Canton and Cherokee County. This newly emerging development could greatly expand the City of Canton's "Area of Influence" into unincorporated Cherokee County as far east as Scott Road, and although the "Area of Influence" does not require

changing the Growth Boundary, the development of a regional mixed use activity center on the edge between the two jurisdictions would have major implications for City and County decision-makers to finance services. The City and County should discuss the requirements for infrastructure and transportation improvements on the State Route 20 corridor and make development decisions that work with both Comprehensive Plans to ensure that they act together in a positive manner.

Canton Place Technology Center also needs north/south local road connections to ensure that I-575 does not become the only provider for short north/south trips to accommodate local traffic. A connecting road that connects Canton Place to Hickory Flat Highway is recommended to serve as an alternate to Scott Road and I-575. Expansion of the growth boundary to Scott Road may be considered by the City and the County to address development along SR 20 to the east.

The proximity of new development to I-575 is also important in considering impacts on east/west transportation accessibility. Increases in population and jobs on the eastern side of I-575 will add more traffic using the crossing over or under the expressway, and the addition of more turning movements and distractive development at and around the limited number of interstate crossings would be expected to increase accident counts. In addition the east/west access limitations posed by I-575 to SR 20 and SR 5 should be addressed by a long-term recommendation that a north/south road corridor be developed to the east of the expressway to connect local trips and reduce the potential congestion on I-575 that would be created by adding more north/south local trips to the expressway's longer distance traffic volumes.

North/south access on the western side of I-575 would be enhanced by providing a second access point into and out of the Technology Center Character Area. Existing access is limited to SR 20 on the south and a second access across the Etowah River has been discussed to provide an alternative route connecting to Riverstone Parkway in case of emergencies.

The eastern edge of the Technology Bluffs employment center extends along Business 5 North and I-575 to include two expansions of the Technology Bluffs Character Area. These are designated as a potential Regional Center by the Cherokee County Comprehensive Plan, but regional commercial uses here could compete with the existing Riverstone Mixed Use/Retail Character Area, and require significant improvements to the road system. Whereas these two areas include frontage on I-575 and provide highly visible sites for development, they are defined as expansions of the Technology Bluffs by SR 5 to the east and the unincorporated industrial employment area around the Airport to the northeast. Areas between SR 5 and the Etowah River are not defined but would be within the Area of Influence.

The area to the west of I-575 includes a pair of small residential planned developments and significant agricultural land. The extension of a new road corridor (herein called the Heard Road-Bluffs Extension) would provide connection to the City's northern side and serve as a link between Technology Bluffs to the Cherokee County Airport. The long distance between the SR 5/Riverstone Parkway interchange to the south and the Airport Road interchange to the north presents an opportunity to create a new interchange at Fate Conn Road (preferred by the City of Canton) or at Lower Bethany Road to enhance access and reduce future congestion.



Although the Fate Conn Road interchange project would be a long term possibility, the City and the County should work to accommodate the anticipated development of an additional employment center to provide closer employment for Cherokee residents. The Heard-Bluffs Road Extension should be designed to provide a transition between the existing and future suburban residential areas to the west and the more intensive activities along the expressway.

Other areas within the Growth Boundary area along the City's eastern, northern and western sides provide the opportunity to establish and maintain transitional suburban character areas that support the City's small urban core and help accommodate the growth of appropriate close-in suburban residential areas for the continuing long-term growth of the City.

The Canton West area includes a proposed large planned development that has not been approved at the current time. The area south of Laurel Canyon and north of the Etowah River is mostly forest and open land in large parcels. A significant portion of this area is publicly owned. This Canton West area is likely to be developed; however, the most pressing concern will be how to establish appropriate access. One of the vision groups suggested establishing a connection to the Reinhardt College Parkway at the intersection with Waleska Road in addition to connecting to Highway 5 southwest of the Waleska Road intersection. The long term vision to extend the Canton West Parkway or some alternative road to State Route 108 is also desirable as a means of reducing the impacts of placing all traffic to western Cherokee County on State Route 20 (Knox Bridge Road) and State Route 140 (Waleska Road / Reinhardt College Parkway).

Another north/south crossing over the Etowah River to use existing roads on the south bank and a logging road on the north bank would help accommodate the greater areal distribution of traffic for any new development on the west side of Canton and provide improved public safety by creating alternate routes for peak hour travel and for emergency vehicle access.

The Pea Ridge County Pocket area is an unincorporated island surrounded by Laurel Canyon to the northwest, Great Sky and Technology Bluffs to the northeast, and New Town Canton to the south. The pocket is comprised of rustic home sites with numerous sharp angle intersections along State Route 140 to accommodate the intersecting roads and driveways along steep slopes. The area includes older homes, a 1960's-era school building, several older rural commercial structures, and a rural character between the older New Town area of North Canton and the new PUD developments at Laurel Canyon and Great Sky. The rural character of the Pea Ridge area and the issues with acute angle intersections will require a significant effort to blend the former rural nature of the area with the recent growth on all sides.

The strategic planning process uses the "Vision" to define the goals and the actions that need to be included in the plan. The "Vision" presents an optimistic view of the City's future, and allows the community to formulate specific strategies to attain these objectives through the policies and the work program presented by the implementation element of the plan.

Downtown Canton (or Central City) is located along an east/west ridge with steep slopes to the north, west and south. The primary commercial area is located along two parallel streets that form a one way pair (North Street and East Main/West Main Street). The City Hall is located in a prominent former church building on a secondary knoll two blocks south of the open square. The Historic Courthouse is located north of the square and a modern Courts Building is located adjacent to the old courthouse to the east. The existing County Administrative Office between North Street and East Main Street is anticipated to be sold after County personnel are transferred to a new Administration Building in the Technology Bluffs Area at the beginning of 2009. Parking is

on-street and is inadequate during most days, but should receive some respite on the relocation of the County administrative staff.

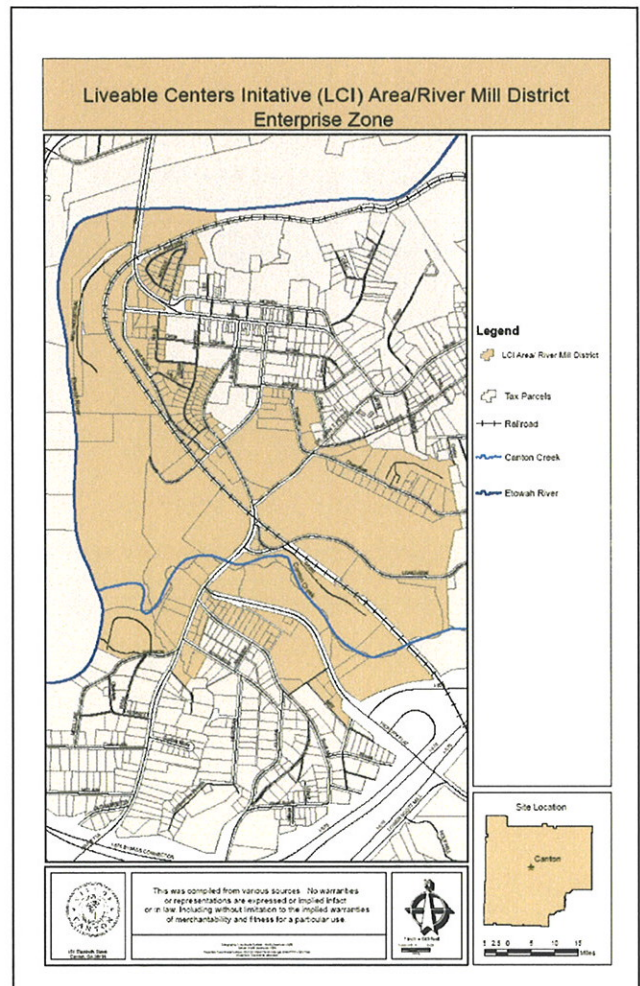
The City has completed a Livable Centers Initiative (LCI) planning project and is committed to developing a pedestrian-oriented activity center including restaurants, art galleries, and small businesses in the Central City area. The recommendations of the LCI Study are included as part of the Comprehensive Plan by reference.

The Canton Main Street Program provides another resource for the redevelopment and enhancement of downtown area. In the 1980's, Canton was one of the first six Main Street Program cities in Georgia. Canton's program continues to evolve as it faces the unique challenges and issues that come with being a larger city. The City's "Main Street" framework has had some success in keeping much of the City's downtown character.

Canton works with downtown development contacts established through the Main Street Program, and exchanges ideas and resources through Georgia DCA's Urban Georgia Network and other programs. The City is committed to continuing its efforts to support the Canton Central City downtown.

The Railroad Street area was identified as a potential site for the development of a commuter rail station. However, the narrow and tight curvature of the railroad right of way may dictate another site for a commuter station. In addition, the mill houses that were originally built to be close to Mill #1 and located between Academy Street and Railroad Street provide the opportunity to either reinvest in the existing structures or be redeveloped into mixed use commercial and residential uses that are located close to the City's urban center.

Historic Canton is located along both sides of East Main Street between the Central City character area and I-575. This area includes numerous homes located close to the multi-curved roadway and along intersecting and adjacent streets to the north and south of the East Main Street corridor. Some open lands along the northern edge of the areas and adjacent to the Etowah River provide the opportunity for low-density residential estate development on larger lots that could attract doctors, CEOs, CFOs, and managers that would help bring business opportunities to the City. Property along the Etowah River owned by the City and/or the County could be developed as recreation uses or attached to the Etowah Greenway.



The Crescent Ridge Corridor includes the developing commercial properties from the Etowah River northward along Business highway 5 and Riverstone Parkway that provide automobile-oriented commercial sites for development serving the local population. The redevelopment of Canton Mill No. 2 into a mixed-use and apartments structure illustrates the ability for developers to reuse existing structures along the corridor. Proposals to develop several of the larger tracts into mixed-use projects include projects on steep slopes near the Rock Barn between Highway 5 and the River that intend to use the terrain and the natural slopes as aesthetic assets.

The South Crescent Ridge Corridor is located along the southern portion of Highway 5 from the Etowah River Bridge to the Interstate 575 interchange at Prominence. This commercial corridor includes several older shopping centers and 1950s to early 1970s-era automobile-oriented commercial developments that had few design constraints when they were built. The existing character area shows some disinvestment as some of the premium stores (and their economic replacements) have left the older corridor for newer developments on the northern portion of the Crescent Ridge corridor. Additional loss of higher end commercial establishments may occur as auto-oriented uses try to relocate closer to higher-economic strata patrons that would be more likely to visit newer facilities leaving marginal commercial enterprises behind.

The redevelopment of the South Crescent Ridge Corridor should consider changes to the aesthetic appearance of the Corridor as a major goal to reverse disinvestment trends and eliminate some of the chaotic proliferation of signs, curb cuts, signals, and distractions. Pedestrian friendly features are recommended to reduce speeds and encourage the reinvestment in the properties that are located along the roadway. Specific design requirements should include requirements for reconstruction that will help improve the general appearance of the corridor and attract replacement businesses that are willing to invest in the corridor. Current redevelopment plans and conceptual ideas regarding new sidewalks, street furnishings, and appropriate plants should be supported in accompaniment with attractive signage, marked crosswalks, improved lane marking and signals to unify attractive elements and make the corridor easier to travel. The chaotic rural nature of the original development along the road should be recreated into an urban gateway corridor to attract investment and to make the corridor less obtrusive to drivers and adjacent residences.

The New Town Character Area includes an older residential areas developed in the 1920s after the development of Mill No. 2 to the north of Canton's downtown. The area is separated from the Central City by the Etowah River and Riverstone Parkway. The existing hospital is located in this area and is anticipated to be replaced when a new facility is built in the Canton Place Character Area in the next several years. New Town is in transition from owner-occupied into rental housing, and some single family structures have been subdivided into multiple units. The Comprehensive Plan should consider if this transition is appropriate to maintain housing diversity and what the impacts of the closure of the hospital could be. The pending relocation of the hospital from the New Town area to new facilities at Canton Place should include the identification of a future re-use of the property and discussion of its potential impacts on Hospital Street and State Route 140 (Waleska Road). Possibilities for the hospital grounds include several medical-related uses or a transition to a commercial or higher density residential. If the property is redeveloped for other uses, the developers should consider how best to integrate the site with the surrounding uses and transportation resources. The current recommendation is to maintain the property in a medical use.

The Sunnyside Character Area is physically separated from the downtown by Canton Creek. This area has transitional characteristics that are iconic of many traditional small towns as new urban residents recreate a neighborhood out of the remnants of the older community by initially investing in "sweat" equity to bring the homes to code and provide an alternate to the suburban

development model of the 1950s to the 1990s. These trends for relatively dense, walkable neighborhoods are embraced by new urbanists in the design and creation of new communities, and in the rehabilitation of older neighborhoods as they provide housing and community connections for middle class and lower income residents that work in the community. These areas provide opportunities for infill and maintain walkable development locations that help Canton maintain its diversity.

South of State Route 140 (Knox Bridge Road) and west of the South Crescent Ridge Corridor, is an area within the Growth Boundary but outside the City that should be addressed. This area includes the areas along the southern and western edge of the River Green PUD and along both sides of Butterworth Road and the northern portion of Bells Ferry Road. This area is expected to continue developing as a Suburban Residential Character Area. However, a small neighborhood center is expected to be needed at the Butterworth Road intersection with Knox Bridge or as an alternative (not a supplement) at Bells Ferry road to establish a walkable location for residents that may live within ½ to 1 mile of the intersection.

The Character Areas section describes each area type and identifies what land uses, policies, and developments would be consistent with the City's vision for 2030. However, it is the responsibility of the City to make the day-to-day decisions that are appropriate to the property, the character area, and to the City in the everyday review of developer requests and city operations.

The City of Canton 2030 Comprehensive Plan ties together many of the complex, interrelated plans for land use, economic development, environmental protection, transportation, housing, natural resources, public infrastructure, and financial investment that are anticipated to affect the City over the next 22 years.

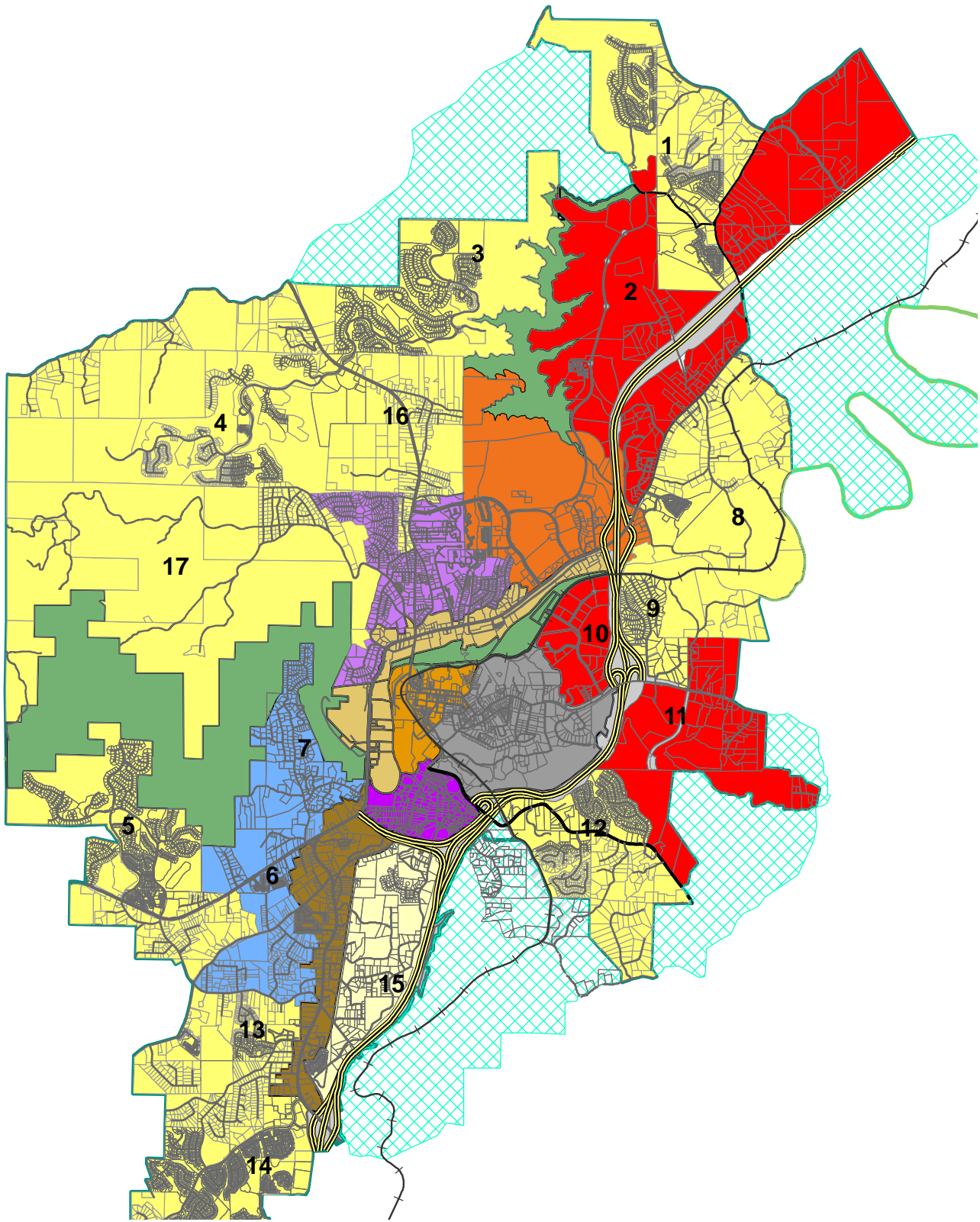
1.02 Community Vision and the City of Canton Future Development Plan

A visioning process was developed through a widely distributed survey of the public, meetings with a Steering Committee appointed by the Mayor and Council, and an advertised Public Forum that used a Visual Choices Survey, and a map exercise to identify the desirable character of the City to set as a goal for the development and growth of the City through the year 2030. Summaries of the survey responses, the Visual Choices Survey, and the map exercise are included in the appendix

The City of Canton 2030 Comprehensive Plan is divided into 25 distinct character areas based on nine character area types. Each of the character area types is based on the State of Georgia's suggested types as recommended by the Georgia Department of community Affairs. They include several types of residential areas, employment centers, an urban downtown, two mixed use commercial corridors, and a protected river corridor. Each character area is described in Section 2 of this Community Agenda by a detailed narrative that includes written descriptions and land uses that should be allowed within that character area. Applicable Quality Community Objectives are included along with some specific policies for implementation of the plan within that character area. Photos of appropriate land uses [will] help provide an expanded understanding of the character area's land use and development opportunities.

The Future development Plan Map is illustrated on the following page.

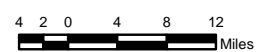
City of Canton Future Development Map Horizon 2030



Legend

- Downtown/Urban Center**
- Central City
- Major Highway Corridor**
- Crescent Ridge Corridor
- South Crescent Ridge Corridor
- Historic/Traditional Neighborhood-Stable**
- Historic Canton
- Suburban Developing Area**
- New Canton
 - 1. Hickory Log
 - 3. Great Sky
 - 4. Laurel Canyon
 - 5. Knox Bridge
 - 8. Etowah Shoals
 - 9. Governors Walk
 - 12. Mountain Vista Overlook
 - 13. Prominence Point Ridge
 - 14. Prominence
 - 16. Pea Ridge County Pocket
 - 17. Canton West
- Community Level Mixed Use/Retail Center**
- Riverstone
- Traditional Neighborhood Redevelopment Area**
- New Town
- Sunnyside
- Neighborhood Living**
- South Canton
 - 6. Ridge Pine
 - 7. Oakdale
- Suburban Estates**
- 15. Rolling Hills
- Natural Area**
- Emerald Trail
- Employment Center**
- Technology Center
 - 2. Technology Bluffs
 - 10. Technology Center
 - 11. Canton Place
- City of Canton Tax Parcels
- Canton Area of Influence
- City of Canton Streets
- Flood Zone
- Future Growth Boundary
- Right of Way

Site Location

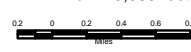
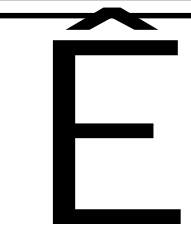


151 Elizabeth Street
Canton, GA 30114

This was compiled from various sources. No warranties or representations are expressed or implied in fact or in law. Including without limitation the implied warranties of merchantability and fitness for a particular use.

Geographic Coordinate System: North American 1983
Projected Coordinate System: Georgia West FIPS 1002 Feet
Datum: North American 1983
Units: Feet
Scale: 1:25000

Approved Resolution-2009/03/26-1



1.03 Issues and Opportunities


The following issues were identified from the City's previous Comprehensive Plan, from the analysis of data contained in the Volume 2 data analysis of this Community Assessment, and through discussions with several members of the City staff, City Council, and the County Planning Department. These issues are addressed within each character area and in the recommended Implementation Plan to identify and recommend specific policies and actions for each major comprehensive planning issue.

Economic Development

- Local residents need jobs and economic opportunities that are close to where they live.
- There is an imbalance between the location of available housing and major employment centers close to Canton to balance homes and jobs.
- The City can become more economically self-sufficient through a better balance of residential, employment, and retail development.
- The City needs to find methods to accommodate the unmet economic development demands for higher paying jobs and loss of retail sales dollars and address ways to help the community become ready to accept the following (and other) issues that would be required to accomplish this:
 - Work force / affordable housing
 - Diversity of housing choices for a mix of young, old, worker, middle class, and executives.
 - Implications of the diversity of products and densities
 - Rental housing demands
- A number of older structures in the Central City (downtown), New Canton, Sunnyside, and South Crescent Ridge Character Areas are poorly maintained and in disrepair, and ways of approaching absentee landlords and the development of assistance programs and tools are needed.
- Most local employers are small and provide lower-paying jobs.
- The downtown center has not been attractive although it is improving as some rehabilitation has been completed and other projects have been announced.
- The City needs additional attractive public space including areas designed for gathering and social interaction.
- The City should work with Cherokee County to provide mutual assistance in economic development and determine if the County (and Canton) should become a more mature bedroom community with additional quantities and wider varieties of housing and local office ... or develop a more dynamic economy by attracting a major employer or employment sector.



Natural and Cultural Resources

- Open space preservation requires dedicated funding sources to acquire key parcels and expand the character beyond what can be gained through a development review process.
 - Community character includes natural areas, terrain features (hills, rock outcrops, steep slopes, shade/sun angles), neighborhoods, churches, schools, commercial areas, historic buildings, and their context to define the extent and the limits of the natural and cultural resources. As an example, the Etowah River has been alternately used as a front door for early travelers and a power and waste removal system for industry. The City should explore the possibilities for future use of the river.
- 
- Local history formed the current character of the City to provide a sense of the past. How can different preservation techniques be used to enhance local quality of life and create opportunities for local residents?
 - Protective ordinances to support the use and re-use of existing cultural and historic resources are needed.
 - Historic and cultural resources should be mapped for added protection.
 - The topographical relief of the City and the combination of the river, floodplain, steep slopes, and other natural features provide the opportunity to embrace and work within the environmental limitations rather than changing the landscape in order to achieve long term sustainability in the development of the City.

Facilities and Services

- The City provides appropriate areas for the development of new housing, commercial, and employment centers that can be efficiently serviced.
- The downtown area is limited by existing infrastructure (specifically sewer) that may need to be upgraded to encourage reinvestment.
- Several recent development projects have been large “greenfield” projects and as the opportunities for large scale projects become fewer, the City and developers need to work together to complete work in smaller infill areas.
- Stormwater flows contain pollutants that are receiving increased attention at State and Federal levels and may need specific attention.

Housing

- There are significant amounts of housing in poor or dilapidated condition in the City.
- Some neighborhoods need revitalization and upgrades to homes, streets, utilities, and community facilities.
- Currently housing is relatively affordable, but Cherokee County is a relatively expensive place for renters and the City appears to provide a significant share of the County’s affordable housing stock.

- The City has adequate affordable housing for households that earn over 80% of the median income.
- The majority of persons reporting a housing problem such as substandard housing, overcrowding and affordability lived in the unincorporated portions of the County rather than in the cities.
- Among owners reporting housing needs, a greater proportion are seniors.
- There is opposition to higher density and affordable housing in most neighborhoods

Land Use

- Many current land use patterns and policies promote sprawl rather than reinvestment and infill.
- There are annexation implications that need to be addressed – We cannot say both (1) that growth should be concentrated in and around the City and (2) completely oppose any potential requests for annexation.
- Design quality requires consideration of location, property and adjacent land uses, and natural resource protection.
- Quality requires the investment of resources and tightening existing regulatory standards to help the community withstand economic and political pressure to weaken the standards for other reasons.
- Open space and public spaces are key ingredients in creating character. The City should be made ready to create a dedicated funding source to acquire open space or use other means to preserve open space beyond what it can get out of the development review process.
- The City should recognize other aspects of community character – vibrant older neighborhoods, the existing downtown and smaller community and neighborhood activity centers, employment providers, and other attributes that enhance desirable character.
- The City should have local historic resource protective ordinances that can help maintain historic and cultural assets and enhance the community's understanding of their significance.
- Historic resources should be mapped for added protection.
- There is too much land devoted to parking lots and paved surfaces in some of the older community centers and along highway corridors, and not enough parking in other areas like downtown Canton.
- There is an inadequate mix of small neighborhood shopping facilities that are accessible to neighborhoods and can reduce vehicular trips.
- Developers complain about the development review and approval process, especially the length of time required to complete the review.
- There is typically opposition to new, innovative, or projects with greater density.
- The boundaries between the City and unincorporated Cherokee County have few indicators other than a City Limits sign to distinguish the character of the City versus the character of the unincorporated areas outside the City Limits. In addition, there are several unincorporated islands that are surrounded (wholly or partially) by the City. In addition, there are mi-



nimal distinctions to distinguish Canton from other cities or unincorporated areas in the County.

Traffic and Transportation

- Better connectivity is needed between jobs, homes, and services. The Etowah River and the I-575 corridor both create barriers to crossing from one side to the other. Limited access points across these barriers may result in bottlenecks at bridges and interchanges if additional crossings are not provided for a larger population.
- Several subdivisions have limited alternatives to a single main access and egress roadway and some of these areas need an alternative connection to provide relief when the primary access/egress is not usable.
- Transportation corridors are congested, especially at peak travel times with a heavy pattern of commuting to and from the City's residential areas. This congestion includes significant increases in turning movements at key intersections and capacity issues on some roadway links that provide connectivity.
- Transportation modal choices are limited and there is minimal public transit, or dedicated bicycle or pedestrian facilities.
- Sidewalks and bikeways are not adequately linked together.
- Transportation management tools, such as managed access or intelligent transportation technology are limited, and roadway design has not provided contextual solutions that are sensitive to the areas through which they pass.
- More walkable neighborhoods and bicycle facilities would help provide an alternative to driving and encourage better health. Pedestrian safety needs to be increased. All new development should plan for pedestrian connectivity and activity.
- Parking in the downtown area is inadequate and alternatives for meeting the needs for parking need to be considered.
- The City needs to recognize that some road improvements may be short term solutions for traffic congestion and may not provide long-term solutions for travel demand especially as demand grows with population. As construction costs and environmental requirements increase, a range of other potential solutions should be considered to accommodate some of the increased numbers of trips.



Intergovernmental Coordination

- There are potential conflicts with Cherokee County regarding growth and development issues that affect infrastructure, responsibilities for public investments, diverse constituencies, and politics.
- Transportation, water, wastewater, solid waste management, environmental protection, and other services may have significant impacts beyond the City Limits that should be addressed through sharing information and providing a coordinated approach with the County, other municipalities, and other local institutions.

1.03 Growth Management

The City should have a vision for where and how growth should occur and an understanding of the roads, schools, and other public infrastructure required to service the size, location and timing of this growth. Although it is a common perception that local governments should control growth and not allow growth to control the community, there is a balance between external economic conditions and whether or not a community will have the opportunity to manage development. In addition, the community must determine if its goals are to accommodate all that may occur, balance local needs with an appropriate amount (if so, the goals become a determination of how much is appropriate), or if it desires to divert growth away.

The answers are not simple and they are not easy to navigate as the external economy courses through history. Major issues include the following:

Community Character

The existing character of a neighborhood, a downtown business district, a road corridor, or other area should be identified, protected if desirable, and enhanced when possible. Cities like Canton preserve and enhancing the heritage and nature of their cores, and build “urban” densities close to the nexus of commercial interchanges. While character may vary between different areas within the City, each area seeks to encourage the best quality development for its character. The use of architectural standards for non-residential developments helps integrate acceptable development into the community.

Affordable Housing and Creating a Balanced Land Use Mix

Affordable housing will require significant attention to accommodate higher density residential areas and mixed use developments with residential components. Density bonus and incentives in exchange for inclusion of residential units may also be a means to accomplish this task within cost limitations.

Non-residential land uses generate local jobs and increase the tax base to provide funds for services, schools and infrastructure improvements. Whereas an employment and retail shortage within the county were identified by a market study, these uses are critical to achieving a sustainable balance between residential and non-residential land uses.

Economic Development Opportunities

The major shifts in the economy and real estate market towards “knowledge-based”/service economy are accepted as a likely scenario for the Atlanta Region. If Canton and Cherokee County are to become an employment center, a much greater percentage of rental housing will be necessary to support these economic opportunities. The ability to attract major employers may be negatively influenced by the lack of rental housing for employees, and the provision for “executive” housing for management.



The historic downtowns and town centers within the County add to the county's diverse and small town feel. The historic core downtowns need to be supported and secure in their focus and purpose in order to create lively centers. Downtown and town centers should be active both during the day and in the evening to provide a cultural center that supports diverse commercial establishments and a mix of retail, entertainment and dining options.

Environmental and Historic Protection/Conservation

Growth needs to be balanced with the need to retain and protect significant natural resources, and it is important to identify and protect historic and cultural sites, steep slopes, and watersheds. Development should be steered away from these important resources. The City also needs to be more proactive in identifying and assisting in protective measures for these areas rather than waiting until a development request requires action.

Community Facilities and Services

The scarcity of public funds has served to delay the proactive expansion of public infrastructure improvements in favor of being "re-active" to development rather than "guiding" development. Sewer mains and transportation facilities are constructed in response to a rapidly changing environment that may not be able to keep up with demand. Libraries, recreation and special needs facilities such as shelters for victims of domestic violence, rehabilitation centers and transitional housing for homeless families may become afterthoughts.



Transportation

The road network and its ability to handle existing traffic volumes is a major issue throughout Cherokee County. Traffic congestion on I-575 and the increasing traffic counts on SR 20, the intersection of SR 5/Riverstone Parkway with SR 140/Waleska Road, and along other major roads present the concern that the road network cannot keep up with growth. As the costs of physical improvements increase exponentially compared to the revenues and resources for transportation improvements, it can be assumed that the current road improvement plans may not be able to fix the existing system; and the quality of life of the community and its economic development opportunities will be negatively affected unless the City considers alternate transportation modes and means (bicycles, foot paths, commuter rail, car-pooling, expanded bus transit, and methods to reduce the travel by consolidating or eliminating trips altogether).

Other issues involve the creation of more walkable communities and the implementation of appropriate safety buffers and sidewalk widths along high-speed roads, increasing connectivity throughout the road, bicycle, and pedestrian systems of the City, reduction of vehicular trips through providing alternative modes, and the development of commuter rail access for Canton to Marietta and Atlanta.

Fiscal Responsibility

Future development patterns and infrastructure commitments need to be fiscally sustainable and financing should be sustainable with assurances that the benefits and costs of future development are balanced to maintain desirable levels of quality of life.

Annexation

The City and the County have an established growth boundary that helps both governments deal with this issue in a positive and cooperative way. This cooperative effort should continue especially because it is dynamic and continuously changing as development occurs and as new trends emerge, develop, mature, and change. Five specific areas of unincorporated Cherokee County are likely to provide the strongest need for the City and the County to work together. These areas are:

- The area east of the City along both sides of State Route 20 that is expected to have implications for Canton Place,
- The area northeast of the City along both sides of Interstate 575 and State Route 5,
- The area south of Knox Bridge Road along Butterworth and Bells Ferry Roads,
- The area north of the Etowah River and west of the City (including the area that was considered as part of the proposed Canton West project, and
- The area designated as “Pea Ridge County Pocket” and other pockets of unincorporated land that are surrounded by the City of Canton.



These areas are unincorporated, but are potential locations for annexation and growth of the City some time in the 20-year timeframe of the Comprehensive Plan. Both the County as the current decision-maker, and the City as an adjacent public entity and as a potential future decision-maker have obligations to existing residents and businesses to protect them from issues that may affect their health, safety, or welfare and use their “police powers” to guide land use within their jurisdiction. In addition, both governments have a responsibility to establish schedules for the appropriate expansion of public infrastructure and to avoid duplication of facilities and services. The City should work with the County to identify appropriate “Areas of Influence” where the City has significant impacts on facilities, growth, and both public and developer expectations regarding future land uses. These Areas of Influence are recommended to be identified as potential transitional areas where the City wants to work with the County’s decision-makers to identify and define issues of concern that may affect future opportunities for the prosperous growth of both governments.

The purpose of identifying and setting up an improved system of communications regarding land decisions between the City and the County is proposed as a means to use the notification and review process to improve the opportunities for more effective coordination of land use decisions that have implications to each government and to provide better understanding of the processes involved for the community and for developers.

2 Defining Narrative

Character areas identify distinct areas which make up the larger community. By examining the aesthetic and functional characteristics of these areas, planners and officials can gain an understanding of how each area of the community serves to promote a cohesive, healthy community.

Table 2.1: Recommended Character Areas			
Name	Type	Location	
Emerald Trail	Natural Area	Natural corridor along the Etowah River floodplain, including Heritage Park and Boling Parks	
Technology Bluffs	Employment Centers	Area within and around The Bluffs development in northeastern area of the city including both sides of I-575	
Technology Center		Primarily industrial area between East Main Street, I-575, and the Etowah River	
Canton Place		Area east of I-575 stretching south from Hwy 20-Cumming Hwy to Hickory Flat Highway	
Central City	Downtown/Urban Center	Downtown area centered along West Main Street and bordered by the Etowah River	
Riverstone	Community Level Mixed Use/Retail Center	Northern end of Highway 5 corridor adjacent to I-575 interchange providing community retail and mixed use development	
Crescent Ridge Corridor	Major Highway Corridors	Developed Highway 5 corridor along Marietta Hwy/Riverstone Pkwy between Riverstone Plaza and the Etowah River	
Crescent South Corridor		Highway 5/Marietta Hwy corridor stretching south from the Etowah River to I-575	
Historic Canton	Historic/Traditional and Stable Neighborhood Areas	Historic predominantly residential area of Canton west of I-575 to the Central City area between Etowah River and SR 140	
Oakdale	Neighborhood Living Areas <small>(With the addition of the South Crescent Ridge Corridor these four areas make up the South Canton community)</small>	Wooded residential area between two curves of the Etowah River in western Canton	
Ridge Pine		Older area of low density residential south of Knox Bridge Highway and Bells Ferry Road	
Ivey Pocket		Older area of low density residential just west of I-575 stretching south from Historic Canton	
Hickory Log		Northernmost developing residential area of Canton located on and north of Fate Conn Road	
Great Sky	Suburban Development Areas	Great Sky development north and east of Reinhardt College Parkway/SR 140 adjacent to the Hickory Log Reservoir	
Laurel Canyon		Laurel Canyon development west of Reinhardt College Parkway/SR 140	
Canton West		Developing area west of Riverstone Parkway and the Crescent Ridge Corridor	
Pea Ridge County Pocket		Pocket of unincorporated land surrounded by city areas in northern Canton	
Etowah Shoals		Developing area east of I-575 along the north side of the Etowah River	
Governor's Walk		Developing area east of I-575 along the south side of the Etowah River	
Knox Bridge		Developing area in western Canton between Knox Bridge Highway and the Etowah River	
Mountain Vista Overlook		Developing residential area southeast of I-575 and Hickory Flat Highway	
Prominence Point Ridge		Area south of Butterworth Road and north of Ridge Road.	
Prominence		Southernmost areas of Canton located south of Ridge Road.	
New Town		Traditional Neighborhood Redevelopment Areas	Declining area composed of residential and other uses just north of the Etowah River
Sunnyside			Declining area of residential and other uses south of Canton Creek and north of Canton/I-575 State Route 5 Connector

2.01 Natural Areas

The **Emerald Trail** Natural Area is located primarily along the Etowah River and is largely made up of the floodplains and buffers along the river. This linear green space along the river should remain as protected open space to provide conservation and recreation, and to limit the impacts of flooding along the corridor and sedimentation and erosion into the river. The Emerald Trail provides a setting for leisure activities along the river corridor and is expected to provide bicycle and pedestrian trails or other types of linear recreation suited to a natural area.

Development Strategies:

- Allow no new development.
- Promote conservation easements and covenants.
- Develop opportunities for recreation within these areas in order to provide an amenity to local residents and visitors.

Compatible Land Uses:

- Passive Recreation
- Greenspace
- Conservation Areas

Quality Community Objectives for Pursuit:

- Regional Identity
- Growth Preparedness
- Heritage Preservation
- Open Space Preservation
- Environmental Protection
- Regional Cooperation
- Regional Solutions

Preferred Implementation Measures:

Natural and Cultural Resources

- We will consider the protection and conservation of Canton's natural and cultural resources in making decisions about future growth and development.
- We will encourage new development to locate in suitable locations that avoid and/or protect natural resources, environmentally sensitive areas, and/or areas of valuable historic, archaeological, or cultural resources from encroachment by the impacts of new development.
- We will promote low impact development that preserves the natural topography and existing trees and green open space and encourage more compact urban development in appropriate

locations to reduce the inefficient consumption of land and water resources and encourage preservation of green open space and natural resource areas.

- We will factor potential impacts on water quality into decisions regarding new development and we will ensure safe and adequate supplies of water through protecting ground and surface water sources.

Facilities and Services

- We will invest in parks and open space to enhance the quality of life for our citizens.

Land Use

- We will provide creation and maintenance of recreational facilities, public gathering places, cultural event sites, appropriate park and recreation facilities and the set-aside of attractive “green space” as important responsibilities for the City of Canton.
- We support new land uses that contribute to protecting the environment and preserving meaningful open space and that enhance housing options in our community.

Natural Areas examples



2.02 Employment Centers

Employment Centers include light industrial and mixed office and smaller commercial uses, or campus environments that accommodate employment. The three Employment Centers in the city are **Technology Bluffs** on the north side of the Etowah River, **Technology Center** on the south side of the river, and **Canton Place** on SR 20. These three areas are located with access to I-575 and the major highways that provide access for people and goods.

Employment Centers primarily provide light industrial uses in low intensity manufacturing, wholesale trade, and distribution activities that do not generate excessive noise, particulate matter, vibration, smoke, dust, gas, fumes, odors, radiation, or other nuisance characteristics.¹

Development Strategies:

- Develop strict guidelines for signage, lighting, site development, and landscaping standards in order to ensure quality development within employment areas.
- Separate more intense uses from incompatible adjacent uses with buffers, landscaping, traffic mitigation, and other means in order to minimize negative impacts.
- Encourage some mixing of uses to reduce the need for workers to use their cars while within Employment Center areas.

Compatible Land Uses:

- Mixed-use commercial
- Office
- Institutional
- Light industrial
- Industrial office
- Distribution/warehousing
- Other clean light industrial uses

Quality Community Objectives for Pursuit:

- Regional Identity
- Growth Preparedness
- Appropriate Businesses
- Employment Options
- Environmental Protection
- Regional Cooperation
- Transportation Alternatives
- Regional Solutions

¹ State Planning Recommendations: CHARACTER AREAS, p 12.

- Infill Development

Implementation Measures:

Economic Development

- We will support programs for retention, expansion and creation of businesses that are a good fit for our community's economy in terms of job skill requirements and linkages to existing businesses.
- We will carefully consider costs and benefits in making decisions on proposed economic development projects.
- We will target reinvestment to declining, existing neighborhoods, vacant or underutilized sites or buildings in preference to new economic development projects in (previously undeveloped) "greenfield" areas of our community.
- We will seek to balance the supply of housing and employment in our community and consider their location in relation to each other.
- We will take into account access to housing and impacts on transportation, other infrastructure facilities and natural resources when considering economic development projects.
- We will consider the employment needs and skill levels of our existing population in making decisions on proposed economic development projects.

Natural and Cultural Resources

- We will consider the protection and conservation of Canton's natural and cultural resources in making decisions about future growth and development.
- We will encourage new development to locate in suitable locations that avoid and/or protect natural resources, environmentally sensitive areas, and/or areas of valuable historic, archaeological or cultural resources from encroachment by the impacts of the new development.
- We will promote low impact development that preserves the natural topography and existing trees and green open space and encourage more compact urban development in appropriate locations to reduce the inefficient consumption of land and water resources and encourage preservation of green open space and natural resource areas.
- We will factor potential impacts on water quality into decisions regarding new development and we will ensure safe and adequate supplies of water through protecting ground and surface water sources.
- We will factor potential impacts on noise and air quality into decisions regarding new development and we will support spatial and design efforts that reduce negative impacts on air quality and/or noise levels beyond acceptable standards.
- We will encourage new development be located in urban areas and corridors in the City of Canton to help redirect development pressure away from agricultural farms and equestrian estates in Cherokee County.
- We will promote enhanced solid waste reduction and recycling initiatives.

Facilities and Services

- The City of Canton will encourage infill redevelopment and compact development patterns in the more urban areas of the city where they provide more efficient use of existing infrastructure and protect infrastructure investments already paid for by reducing the need for more costly new/expanded facilities and services.
- We will support development within existing areas of service and areas that can be reasonably served by public infrastructure to ensure that new development does not cause a decline in existing levels of for the City’s residents and employers
- Canton will encourage the use of planned infrastructure expansion and sequential, phased extension of utilities and services to encourage rational expansion in areas immediately contiguous to already developed areas of the community and with areas identified in the comprehensive plan as suitable for such development.
- The City of Canton will seek ways for new growth to pay for itself through impact fees, community impact districts, and other methods to achieve investment in infrastructure and services to support the development to the maximum extent possible.

Land Use

- We will support methods to help ensure that our decisions on new development contribute to Canton’s character and sense of place, are sensitive to the sense of place and the historic context of the community, and whose design, landscaping, lighting, signage, and scale add value to the community.
- Our community will use land efficiently to avoid the costs and problems associated with urban sprawl.
- We will encourage the improvement of our gateways and corridors to create a “positive” sense of place for our community and improve the direct and indirect effects of these areas on adjacent areas or the City as a whole.
- We are committed to redeveloping and enhancing existing (and planned) commercial and industrial areas within our community in preference to new development in previously undeveloped “Greenfield” areas of the community.
- We support new land uses that contribute to protecting the environment and preserving meaningful open space and that enhance housing options in our community.
- We will encourage development of a rational network of commercial nodes, including crossroads, neighborhood, community, and regional activity centers, and employment centers that meet the service needs of citizens while avoiding unattractive and inefficient strip development along major roadways.

Transportation

- We will encourage creation of a community-wide network of roads, railroads, walking paths, bicycle trails, car-pooling, and other alternative transportation choices and facilities to meet multiple functions for roads and transport facilities, including pedestrian facilities, parking, bicycle routes, public transit (bus and/or rail), and local vehicular circulation for access as well as for recreation.
- We will target transportation improvements to support desired development patterns for the community (recognizing that ready availability of transportation creates demand for land development in adjacent areas).

- Our new and reconstructed roadways will be appropriately designed and use context sensitive design considerations to enhance community aesthetics and to minimize environmental impacts.
- We will promote connectivity of our road network (including fostering a grid network of streets and multiple connections between subdivisions where appropriate).
- We will encourage new development that supports and ties in well with existing and planned public transit options in the community.
- We will encourage traffic calming and other design considerations for addressing excessive vehicular traffic that will not harm the peaceful nature of our residential neighborhoods.
- We will encourage businesses, schools, and other institutions to include bicycle parking and traffic management in their development projects.

Intergovernmental Coordination

- We will pursue joint processes for collaborative planning and decision-making with neighboring jurisdictions (and specifically with Cherokee County).

Employment Center examples



2.03 Downtown/Urban Center

Canton's **Central City** Character Area includes the historic commercial and institutional downtown, close-in residential, and industrial-related land uses along the railroad corridor, all nestled in a bend of the Etowah River. The Central City Character Area includes the greatest mixture of diverse land uses within any one character area type in the Horizon 2030 Plan. The historic downtown core area of Canton is configured in a loose grid system with Main Street and North Street as a one-way pair providing east/west circulation along a ridge line through the urban core. Steep slopes provide a transition between the center of the city on top of a hill and the industrial and recreation uses along the river. Access is limited by the river to the north and west, Canton Creek to the south, and the narrow, but very scenic and East Main residential corridor to the east. This character of the area is dominated by the downtown commercial and local government (City and County functions) in the core, and industrial-related land to the west along the river corridor.

Development Strategies:

- Ensure a diversity of uses in order to attract activity in the urban core not only during business hours but also in the evening and on the weekends.
- Improve accessibility in order to allow a broader range of visitors to downtown and to allow them to easily move around (especially on foot) once they are there.
- Encourage on-street parking, landscaping, and other buffers to create a more pedestrian-friendly downtown and provide connections to adjacent areas and uses which could benefit from the amenities provided downtown.
- Place parking lots behind buildings in order to allow human scale, pedestrian-oriented building façades along the sidewalk.
- Promote infill development in order to provide a compact urban core.
- Promote the small-town feel of downtown and use its character to attract businesses, residents, and visitors.

Compatible Land Uses:

- Downtown commercial
- Townhomes
- Lofts/condos
- Institutional
- Parks, recreation, and other gathering areas

Quality Community Objectives for Pursuit:

- Regional Identity
- Growth Preparedness
- Appropriate Businesses
- Employment Options

- Heritage Preservation
- Environmental Protection
- Transportation Alternatives
- Regional Solutions
- Housing Opportunities
- Traditional Neighborhoods
- Infill Development
- Sense of Place

Implementation Measures:

Economic Development

- We will carefully consider costs and benefits in making decisions on proposed economic development projects.
- We will support programs for retention, expansion and creation of businesses that are a good fit for our community's economy in terms of job skill requirements and linkages to existing businesses.
- We will target reinvestment to declining, existing neighborhoods, vacant or underutilized sites or buildings in preference to new economic development projects in (previously undeveloped) "greenfield" areas of our community.
- We will seek to balance the supply of housing and employment in our community and consider their location in relation to each other.
- We will take into account access to housing and impacts on transportation, other infrastructure facilities and natural resources when considering economic development projects.

Natural and Cultural Resources

- We will consider the protection and conservation of Canton's natural and cultural resources in making decisions about future growth and development.
- We will encourage new development to locate in suitable locations that avoid and/or protect natural resources, environmentally sensitive areas, and/or areas of valuable historic, archaeological or cultural resources from encroachment by the impacts of the new development.
- We will promote low impact development that preserves the natural topography and existing trees and green open space and encourage more compact urban development in appropriate locations to reduce the inefficient consumption of land and water resources and encourage preservation of green open space and natural resource areas.
- We will promote enhanced solid waste reduction and recycling initiatives.

Facilities and Services

- The City of Canton will encourage infill redevelopment and compact development patterns in the more urban areas of the city where they provide more efficient use of existing infrastructure and protect infrastructure investments already paid for by reducing the need for more costly new/expanded facilities and services.
- We will support development within existing areas of service and areas that can be reasonably served by public infrastructure to ensure that new development does not cause a decline in existing levels of for the City’s residents and employers.
- We will coordinate the timing in providing public facilities and services with the ability to program and pay for concurrent land use development and capital facilities.
- Canton will encourage the use of planned infrastructure expansion and sequential, phased extension of utilities and services to encourage rational expansion in areas immediately contiguous to already developed areas of the community and with areas identified in the comprehensive plan as suitable for such development.
- The City of Canton will seek ways for new growth to pay for itself through impact fees, community impact districts, and other methods to achieve investment in infrastructure and services to support the development to the maximum extent possible.

Housing

- We will encourage development of housing that enable residents to live closer to their places of employment and replace or rehabilitate substandard or dilapidated housing in Canton without eliminating housing opportunities for the poorest segments of the community.

Land Use

- We will encourage development of a rational network of commercial nodes, including crossroads, neighborhood, community, and regional activity centers, and employment centers that meet the service needs of citizens while avoiding unattractive and inefficient strip development along major roadways.
- We support new land uses that contribute to protecting the environment and preserving meaningful open space and that enhance housing options in our community.
- We support increases in residential density in areas where community design standards, environmental constraints and available infrastructure capacities can satisfactorily accommodate the increased density.
- We will encourage mixed-use developments that are human-scale and less auto-oriented.
- We support appropriate residential and non-residential in-fill development and redevelopment in ways that complement surrounding areas.
- We are committed to redeveloping and enhancing existing (and planned) commercial and industrial areas within our community in preference to new development in previously undeveloped “Greenfield” areas of the community.
- We will provide creation and maintenance of recreational facilities, public gathering places, cultural event sites, appropriate park and recreation facilities and the set-aside of attractive “green space” as important responsibilities for the City of Canton.

- We are committed to creating safe, attractive, and walkable neighborhoods throughout the City, where people have easy access to schools, parks, and necessary services (grocery store, drug store) without having to travel by car
- We will encourage the development of the “Downtown Canton central business district” as a vibrant center of the community in order to improve overall attractiveness and local quality of life with improved access to parking.
- Our community will use land efficiently to avoid the costs and problems associated with urban sprawl.
- We will support methods to help ensure that our decisions on new development contribute to Canton’s character and sense of place, are sensitive to the sense of place and the historic context of the community, and whose design, landscaping, lighting, signage, and scale add value to the community.

Transportation

- We will coordinate with the City to encourage rail access to and from Canton via the railroad corridor.
- We will encourage businesses, schools, and other institutions to include bicycle parking and traffic management in their development projects.
- We will encourage traffic calming and other design considerations for addressing excessive vehicular traffic that will not harm the peaceful nature of our residential neighborhoods.
- We will encourage new development that supports and ties in well with existing and planned public transit options in the community.
- We will promote connectivity of our road network (including fostering a grid network of streets and multiple connections between subdivisions where appropriate).
- Our new and reconstructed roadways will be appropriately designed and use context sensitive design considerations to enhance community aesthetics and to minimize environmental impacts.
- We will target transportation improvements to support desired development patterns for the community (recognizing that ready availability of transportation creates demand for land development in adjacent areas).
- We will encourage creation of a community-wide network of roads, railroads, walking paths, bicycle trails, car-pooling, and other alternative transportation choices and facilities to meet multiple functions for roads and transport facilities, including pedestrian facilities, parking, bicycle routes, public transit (bus and/or rail), and local vehicular circulation for access as well as for recreation.

Intergovernmental Coordination

- We will consult with Cherokee County, the City of Holly Springs and other neighboring jurisdictions when making decisions that are likely to impact both parties and work together to seek opportunities to share services and facilities to address shared regional issues such as growth management, watershed protection, major parks, etc.

- We will pursue joint processes for collaborative planning and decision-making with neighboring jurisdictions (and specifically with Cherokee County).
- We will engage in cooperative planning between the City of Canton and other public entities such as the Cherokee County Public Schools System to address issues that are likely to have an impact on our community or our plans for future development.

Downtown/Urban Center examples



2.04 Community Level Mixed Use / Retail Center

The **Riverstone** Character Area includes the State Route Business 5 Corridor (Riverstone Parkway and Ball Ground Highway) east of Reinhardt College Parkway and including the I-575 interchange. The Character Area provides the site for major auto-oriented retail centers and similar commercial facilities serving the business needs of Canton's north side. Most of the area was developed within the last few years and appears to be heavily vested in automobile access. The Riverstone Character Area also includes the primary access point for the Bluffs Technology Center. Some higher density residential facilities are located nearby and may present opportunities for providing more diverse uses in the future.

Development Strategies:

- Consider including a greater diversity of uses and public facilities including relatively high residential density, mixed uses, offices, employment, and institutional uses to attract more local activities outside normal business hours and to serve a wider market area.
- Improve vehicular accessibility and provide non-vehicle pedestrian, bicycle, and transit facilities throughout the character area to allow residents and visitors to easily move around without using an automobile for every trip once they are there.
- Encourage sidewalks, landscaping, shade trees, buffers, and other amenities to create a more pedestrian-friendly area and provide connections to adjacent areas and uses which could benefit from the amenities provided.
- Anchor facilities should not exceed 50,000 SF and the entire center should not exceed 200,000 SF unless the design provides exceptional amenities.
- Clearly define parking and separations between the street and the adjacent activity center activities. This extends to way-finding signage and amenities.

Compatible Land Uses:

- Townhomes
- Lofts/condos
- Institutional
- Retail commercial
- Office/professional commercial

Quality Community Objectives for Pursuit:

- Regional Identity
- Growth Preparedness
- Appropriate Businesses
- Employment Options
- Heritage Preservation
- Environmental Protection

- Regional Cooperation
- Transportation Alternatives
- Regional Solutions
- Infill Development
- Sense of Place

Implementation Measures:

Economic Development

- We will support programs for retention, expansion and creation of businesses that are a good fit for our community’s economy in terms of job skill requirements and linkages to existing businesses.
- We will carefully consider costs and benefits in making decisions on proposed economic development projects.
- We will target reinvestment to declining, existing neighborhoods, vacant or underutilized sites or buildings in preference to new economic development projects in (previously undeveloped) “greenfield” areas of our community.
- We will take into account access to housing and impacts on transportation, other infrastructure facilities and natural resources when considering economic development projects.
- We will consider the employment needs and skill levels of our existing population in making decisions on proposed economic development projects.

Natural and Cultural Resources

- We will consider the protection and conservation of Canton’s natural and cultural resources in making decisions about future growth and development.
- We will encourage new development to locate in suitable locations that avoid and/or protect natural resources, environmentally sensitive areas, and/or areas of valuable historic, archaeological or cultural resources from encroachment by the impacts of the new development.
- We will promote low impact development that preserves the natural topography and existing trees and green open space and encourage more compact urban development in appropriate locations to reduce the inefficient consumption of land and water resources and encourage preservation of green open space and natural resource areas.
- We will factor potential impacts on water quality into decisions regarding new development and we will ensure safe and adequate supplies of water through protecting ground and surface water sources.
- We will factor potential impacts on noise and air quality into decisions regarding new development and we will support spatial and design efforts that reduce negative impacts on air quality and/or noise levels beyond acceptable standards.
- We will promote enhanced solid waste reduction and recycling initiatives.

Facilities and Services

- The City of Canton will encourage infill redevelopment and compact development patterns in the more urban areas of the city where they provide more efficient use of existing infrastructure and protect infrastructure investments already paid for by reducing the need for more costly new/expanded facilities and services.
- We will support development within existing areas of service and areas that can be reasonably served by public infrastructure to ensure that new development does not cause a decline in existing levels of for the City’s residents and employers.
- We will coordinate the timing in providing public facilities and services with the ability to program and pay for concurrent land use development and capital facilities.
- Canton will encourage the use of planned infrastructure expansion and sequential, phased extension of utilities and services to encourage rational expansion in areas immediately contiguous to already developed areas of the community and with areas identified in the comprehensive plan as suitable for such development.
- We will invest in parks and open space to enhance the quality of life for our citizens.
- We will work with the Cherokee County School System to encourage school location decisions that support the community’s overall growth and development plans.

Housing

- We will encourage development of housing that enable residents to live closer to their places of employment and replace or rehabilitate substandard or dilapidated housing in Canton without eliminating housing opportunities for the poorest segments of the community.
- We will accommodate our diverse population by encouraging a compatible mixture of housing types and costs.

Land Use

- We will support methods to help ensure that our decisions on new development contribute to Canton’s character and sense of place, are sensitive to the sense of place and the historic context of the community, and whose design, landscaping, lighting, signage, and scale add value to the community.
- Our community will use land efficiently to avoid the costs and problems associated with urban sprawl.
- We will encourage the improvement of our gateways and corridors to create a “positive” sense of place for our community and improve the direct and indirect effects of these areas on adjacent areas or the City as a whole.
- We are committed to creating safe, attractive, and walkable neighborhoods throughout the City, where people have easy access to schools, parks, and necessary services (grocery store, drug store) without having to travel by car.

- We will provide creation and maintenance of recreational facilities, public gathering places, cultural event sites, appropriate park and recreation facilities and the set-aside of attractive “green space” as important responsibilities for the City of Canton.
- We are committed to redeveloping and enhancing existing (and planned) commercial and industrial areas within our community in preference to new development in previously undeveloped “Greenfield” areas of the community.
- We support appropriate residential and non-residential in-fill development and redevelopment in ways that complement surrounding areas.
- We will encourage mixed-use developments that are human-scale and less auto-oriented.
- We support increases in residential density in areas where community design standards, environmental constraints and available infrastructure capacities can satisfactorily accommodate the increased density.
- We support new land uses that contribute to protecting the environment and preserving meaningful open space and that enhance housing options in our community.
- We will encourage development of a rational network of commercial nodes, including crossroads, neighborhood, community, and regional activity centers, and employment centers that meet the service needs of citizens while avoiding unattractive and inefficient strip development along major roadways.

Transportation

- We will encourage creation of a community-wide network of roads, railroads, walking paths, bicycle trails, car-pooling, and other alternative transportation choices and facilities to meet multiple functions for roads and transport facilities, including pedestrian facilities, parking, bicycle routes, public transit (bus and/or rail), and local vehicular circulation for access as well as for recreation.
- We will target transportation improvements to support desired development patterns for the community (recognizing that ready availability of transportation creates demand for land development in adjacent areas).
- Our new and reconstructed roadways will be appropriately designed and use context sensitive design considerations to enhance community aesthetics and to minimize environmental impacts.
- We will promote connectivity of our road network (including fostering a grid network of streets and multiple connections between subdivisions where appropriate).
- We will encourage new development that supports and ties in well with existing and planned public transit options in the community.
- We will encourage traffic calming and other design considerations for addressing excessive vehicular traffic that will not harm the peaceful nature of our residential neighborhoods.
- We will encourage businesses, schools, and other institutions to include bicycle parking and traffic management in their development projects.

Community Level Mixed Use / Retail Center examples



2.05 Major Highway Corridor/In-Town Corridor

The Major Highway Corridor in the City of Canton is located primarily along Business Highway 5 and is bisected at the Etowah River crossing. The Crescent Ridge Corridor includes the land on both sides of Business Highway 5 (Marietta Highway and Riverstone Parkway) north of the Etowah River to Reinhardt College Parkway. The South Crescent Ridge Corridor extends from the Etowah toward the I-575 corridor and includes the I-575 interchange. These areas are primarily auto-oriented and experience high traffic volumes, making them well-suited for relatively larger-scale commercial uses (such as strip development) compared to the downtown core. These auto-oriented uses rely on capturing the high volumes of traffic passing by, and they typically include large parking lots and setbacks in order to accommodate this traffic.

Development Strategies:

- Develop strict guidelines for signage, building design, lighting, site development, and landscaping standards in order to ensure quality development along these corridors.
- Promote connections to adjacent neighborhoods in order to allow access and egress at multiple points.
- Provide accessibility for means of transportation other than automobile by incorporating transit, bicycle, and pedestrian infrastructure wherever possible.
- In areas that are automobile-focused, provide clear signage, slow traffic speeds, and landscaping to establish areas that are both safe and attractive for visitors.

Compatible Land Uses:

- Retail commercial
- Office/professional
- Other commercial
- Institutional

Quality Community Objectives for Pursuit:

- Regional Identity
- Growth Preparedness
- Appropriate Businesses
- Employment Options
- Open Space Preservation
- Environmental Protection
- Regional Cooperation
- Transportation Alternatives
- Regional Solutions

- Infill Development

Preferred Implementation Measures:

Economic Development

- We will encourage creation of a community-wide network of roads, railroads, walking paths, bicycle trails, car-pooling, and other alternative transportation choices and facilities to meet multiple functions for roads and transport facilities, including pedestrian facilities, parking, bicycle routes, public transit (bus and/or rail), and local vehicular circulation for access as well as for recreation.
- We will target transportation improvements to support desired development patterns for the community (recognizing that ready availability of transportation creates demand for land development in adjacent areas).
- Our new and reconstructed roadways will be appropriately designed and use context sensitive design considerations to enhance community aesthetics and to minimize environmental impacts.
- We will promote connectivity of our road network (including fostering a grid network of streets and multiple connections between subdivisions where appropriate).
- We will encourage new development that supports and ties in well with existing and planned public transit options in the community.
- We will encourage traffic calming and other design considerations for addressing excessive vehicular traffic that will not harm the peaceful nature of our residential neighborhoods.
- We will encourage businesses, schools, and other institutions to include bicycle parking and traffic management in their development projects.

Natural and Cultural Resources

- We will consider the protection and conservation of Canton's natural and cultural resources in making decisions about future growth and development.
- We will encourage new development to locate in suitable locations that avoid and/or protect natural resources, environmentally sensitive areas, and/or areas of valuable historic, archaeological or cultural resources from encroachment by the impacts of the new development.
- We will promote low impact development that preserves the natural topography and existing trees and green open space and encourage more compact urban development in appropriate locations to reduce the inefficient consumption of land and water resources and encourage preservation of green open space and natural resource areas.
- We will factor potential impacts on water quality into decisions regarding new development and we will ensure safe and adequate supplies of water through protecting ground and surface water sources.
- We will factor potential impacts on noise and air quality into decisions regarding new development and we will support spatial and design efforts that reduce negative impacts on air quality and/or noise levels beyond acceptable standards.

- We will promote enhanced solid waste reduction and recycling initiatives.

Facilities and Services

- The City of Canton will encourage infill redevelopment and compact development patterns in the more urban areas of the city where they provide more efficient use of existing infrastructure and protect infrastructure investments already paid for by reducing the need for more costly new/expanded facilities and services.
- We will support development within existing areas of service and areas that can be reasonably served by public infrastructure to ensure that new development does not cause a decline in existing levels of for the City’s residents and employers.
- Canton will encourage the use of planned infrastructure expansion and sequential, phased extension of utilities and services to encourage rational expansion in areas immediately contiguous to already developed areas of the community and with areas identified in the comprehensive plan as suitable for such development.
- The City of Canton will seek ways for new growth to pay for itself through impact fees, community impact districts, and other methods to achieve investment in infrastructure and services to support the development to the maximum extent possible.

Land Use

- We will support methods to help ensure that our decisions on new development contribute to Canton’s character and sense of place, are sensitive to the sense of place and the historic context of the community, and whose design, landscaping, lighting, signage, and scale add value to the community.
- Our community will use land efficiently to avoid the costs and problems associated with urban sprawl.
- We will encourage the improvement of our gateways and corridors to create a “positive” sense of place for our community and improve the direct and indirect effects of these areas on adjacent areas or the City as a whole.
- We are committed to creating safe, attractive, and walkable neighborhoods throughout the City, where people have easy access to schools, parks, and necessary services (grocery store, drug store) without having to travel by car.
- We are committed to redeveloping and enhancing existing (and planned) commercial and industrial areas within our community in preference to new development in previously undeveloped “Greenfield” areas of the community.
- We support appropriate residential and non-residential in-fill development and redevelopment in ways that complement surrounding areas.
- We will encourage mixed-use developments that are human-scale and less auto-oriented.
- We support new land uses that contribute to protecting the environment and preserving meaningful open space and that enhance housing options in our community.
- We will encourage development of a rational network of commercial nodes, including crossroads, neighborhood, community, and regional activity centers, and employment centers

that meet the service needs of citizens while avoiding unattractive and inefficient strip development along major roadways.

Transportation

- We will encourage creation of a community-wide network of roads, railroads, walking paths, bicycle trails, car-pooling, and other alternative transportation choices and facilities to meet multiple functions for roads and transport facilities, including pedestrian facilities, parking, bicycle routes, public transit (bus and/or rail), and local vehicular circulation for access as well as for recreation.
- We will target transportation improvements to support desired development patterns for the community (recognizing that ready availability of transportation creates demand for land development in adjacent areas).
- Our new and reconstructed roadways will be appropriately designed and use context sensitive design considerations to enhance community aesthetics and to minimize environmental impacts.
- We will promote connectivity of our road network (including fostering a grid network of streets and multiple connections between subdivisions where appropriate).
- We will encourage new development that supports and ties in well with existing and planned public transit options in the community.
- We will encourage businesses, schools, and other institutions to include bicycle parking and traffic management in their development projects.

Major Highway Corridor/In-Town Corridor examples



2.06 Historic Area/Traditional and Stable Neighborhood Areas

Traditional and Stable Neighborhood Areas describes areas which have a well-established and maintained stock of housing, a sense of neighborhood identity which may be drawn from architectural style or lot and street design. The **Historic Canton** Character Area is a relatively stable area of neighborhoods and should be able to thrive based on its location near employment centers and the proximity of the area to the Central City Character Area.

Development Strategies:

- Protect historic structures and promote renovation of any properties which begin to show signs of decline. Encourage the placement of properties on the National Register of Historic Places in order to make them eligible for tax incentives in order to maintain them.
- Promote infill development which blends into the neighborhood in terms of scale and design in order to maintain the historic character of the area.
- Provide parks and pedestrian infrastructure in order to allow mobility throughout the area in order to allow residents to enjoy and gain an appreciation for the area.
- Ensure future stability through the encouragement of home ownership and maintenance of historic properties.
- Establish a neighborhood center in order to provide local residents with a place to shop, enjoy entertainment, and gather.

Compatible Land Uses:

- Medium density residential (4-6 u/a)
- Traditional Neighborhood Development
- Senior housing
- Parks, recreation, and greenspace
- Institutional

Quality Community Objectives for Pursuit:

- Regional Identity
- Growth Preparedness
- Heritage Preservation
- Open Space Preservation
- Environmental Protection
- Transportation Alternatives
- Housing Opportunities
- Traditional Neighborhoods
- Infill Development

- Sense of Place

Implementation Measures:

Economic Development

- We will target reinvestment to declining, existing neighborhoods, vacant or underutilized sites or buildings in preference to new economic development projects in (previously undeveloped) “greenfield” areas of our community.
- We will seek to balance the supply of housing and employment in our community and consider their location in relation to each other.
- We will take into account access to housing and impacts on transportation, other infrastructure facilities and natural resources when considering economic development projects.

Natural and Cultural Resources

- We will consider the protection and conservation of Canton’s natural and cultural resources in making decisions about future growth and development.
- We will encourage new development to locate in suitable locations that avoid and/or protect natural resources, environmentally sensitive areas, and/or areas of valuable historic, archaeological or cultural resources from encroachment by the impacts of the new development.
- We will promote low impact development that preserves the natural topography and existing trees and green open space and encourage more compact urban development in appropriate locations to reduce the inefficient consumption of land and water resources and encourage preservation of green open space and natural resource areas.
- We will factor potential impacts on water quality into decisions regarding new development and we will ensure safe and adequate supplies of water through protecting ground and surface water sources.
- We will factor potential impacts on noise and air quality into decisions regarding new development and we will support spatial and design efforts that reduce negative impacts on air quality and/or noise levels beyond acceptable standards.
- We will promote enhanced solid waste reduction and recycling initiatives.

Facilities and Services

- The City of Canton will encourage infill redevelopment and compact development patterns in the more urban areas of the city where they provide more efficient use of existing infrastructure and protect infrastructure investments already paid for by reducing the need for more costly new/expanded facilities and services.
- We will support development within existing areas of service and areas that can be reasonably served by public infrastructure to ensure that new development does not cause a decline in existing levels of for the City’s residents and employers.
- We will invest in parks and open space to enhance the quality of life for our citizens.

- We will work with the Cherokee County School System to encourage school location decisions that support the community’s overall growth and development plans.

Housing

- We will encourage development of housing that enable residents to live closer to their places of employment and replace or rehabilitate substandard or dilapidated housing in Canton without eliminating housing opportunities for the poorest segments of the community.
- We will stimulate infill housing development in existing neighborhoods.
- We will accommodate our diverse population by encouraging a compatible mixture of housing types and costs.
- The City of Canton will support dispersion of assisted housing throughout the community in order to diversify neighborhoods, eliminate pockets of poverty, and to prevent the growth of larger areas of disinvestment.

Land Use

- We will support methods to help ensure that our decisions on new development contribute to Canton’s character and sense of place, are sensitive to the sense of place and the historic context of the community, and whose design, landscaping, lighting, signage, and scale add value to the community.
- Our community will use land efficiently to avoid the costs and problems associated with urban sprawl.
- We are committed to creating safe, attractive, and walkable neighborhoods throughout the City, where people have easy access to schools, parks, and necessary services (grocery store, drug store) without having to travel by car.
- We will provide creation and maintenance of recreational facilities, public gathering places, cultural event sites, appropriate park and recreation facilities and the set-aside of attractive “green space” as important responsibilities for the City of Canton.
- We support appropriate residential and non-residential in-fill development and redevelopment in ways that complement surrounding areas.
- We support increases in residential density in areas where community design standards, environmental constraints and available infrastructure capacities can satisfactorily accommodate the increased density.
- We support new land uses that contribute to protecting the environment and preserving meaningful open space and that enhance housing options in our community.

Transportation

- We will encourage creation of a community-wide network of roads, railroads, walking paths, bicycle trails, car-pooling, and other alternative transportation choices and facilities to meet multiple functions for roads and transport facilities, including pedestrian facilities, parking, bicycle routes, public transit (bus and/or rail), and local vehicular circulation for access as well as for recreation.

- We will target transportation improvements to support desired development patterns for the community (recognizing that ready availability of transportation creates demand for land development in adjacent areas).
- Our new and reconstructed roadways will be appropriately designed and use context sensitive design considerations to enhance community aesthetics and to minimize environmental impacts.
- We will promote connectivity of our road network (including fostering a grid network of streets and multiple connections between subdivisions where appropriate).
- We will encourage new development that supports and ties in well with existing and planned public transit options in the community.
- We will encourage traffic calming and other design considerations for addressing excessive vehicular traffic that will not harm the peaceful nature of our residential neighborhoods.
- We will encourage businesses, schools, and other institutions to include bicycle parking and traffic management in their development projects.

Historic Area/Traditional Neighborhood Stable examples



2.07 Neighborhood Living Areas

The three Neighborhood Living areas within the City of Canton are **Oakdale**, **Ridge Pine**, and **Ivey Pocket**, all in South Canton. These areas are comprised of neighborhoods which are somewhat denser than rural housing but less dense than the areas directly surrounding the urban core. Residences in the Neighborhood Living character areas are likely to be in relatively good repair and have a somewhat continuous architectural style throughout each neighborhood.

Development Strategies:

- Permit redevelopment in appropriate areas in order to allow for denser housing types and smaller lot sizes.
- Encourage the development of homes near public transportation and shopping areas in order to reduce automobile trips.
- Allow new types of development which have been successfully implemented in other communities in order to promote an attractive and livable community.

Compatible Land Uses:

- Medium density residential (4-6 u/a)
- Traditional Neighborhood Development
- Senior housing
- Parks, recreation, and greenspace
- Institutional

Quality Community Objectives for Pursuit:

- Regional Identity
- Growth Preparedness
- Educational Opportunities
- Heritage Preservation
- Open Space Preservation
- Environmental Protection
- Transportation Alternatives
- Housing Opportunities
- Traditional Neighborhoods
- Infill Development
- Sense of Place

Preferred Implementation Measures:

Economic Development

- We will target reinvestment to declining, existing neighborhoods, vacant or underutilized sites or buildings in preference to new economic development projects in (previously undeveloped) “greenfield” areas of our community.
- We will seek to balance the supply of housing and employment in our community and consider their location in relation to each other.
- We will take into account access to housing and impacts on transportation, other infrastructure facilities and natural resources when considering economic development projects.

Natural and Cultural Resources

- We will consider the protection and conservation of Canton’s natural and cultural resources in making decisions about future growth and development.
- We will encourage new development to locate in suitable locations that avoid and/or protect natural resources, environmentally sensitive areas, and/or areas of valuable historic, archaeological or cultural resources from encroachment by the impacts of the new development.
- We will promote low impact development that preserves the natural topography and existing trees and green open space and encourage more compact urban development in appropriate locations to reduce the inefficient consumption of land and water resources and encourage preservation of green open space and natural resource areas.
- We will factor potential impacts on water quality into decisions regarding new development and we will ensure safe and adequate supplies of water through protecting ground and surface water sources.
- We will factor potential impacts on noise and air quality into decisions regarding new development and we will support spatial and design efforts that reduce negative impacts on air quality and/or noise levels beyond acceptable standards.
- We will promote enhanced solid waste reduction and recycling initiatives.

Facilities and Services

- The City of Canton will encourage infill redevelopment and compact development patterns in the more urban areas of the city where they provide more efficient use of existing infrastructure and protect infrastructure investments already paid for by reducing the need for more costly new/expanded facilities and services.
- We will support development within existing areas of service and areas that can be reasonably served by public infrastructure to ensure that new development does not cause a decline in existing levels of for the City’s residents and employers.
- We will invest in parks and open space to enhance the quality of life for our citizens.
- We will work with the Cherokee County School System to encourage school location decisions that support the community’s overall growth and development plans.

Housing

- We will encourage development of housing that enable residents to live closer to their places of employment and replace or rehabilitate substandard or dilapidated housing in Canton without eliminating housing opportunities for the poorest segments of the community.
- We will stimulate infill housing development in existing neighborhoods.
- We will accommodate our diverse population by encouraging a compatible mixture of housing types and costs.
- The City of Canton will support dispersion of assisted housing throughout the community in order to diversify neighborhoods, eliminate pockets of poverty, and to prevent the growth of larger areas of disinvestment.

Land Use

- We will support methods to help ensure that our decisions on new development contribute to Canton's character and sense of place, are sensitive to the sense of place and the historic context of the community, and whose design, landscaping, lighting, signage, and scale add value to the community.
- Our community will use land efficiently to avoid the costs and problems associated with urban sprawl.
- We are committed to creating safe, attractive, and walkable neighborhoods throughout the City, where people have easy access to schools, parks, and necessary services (grocery store, drug store) without having to travel by car.
- We will provide creation and maintenance of recreational facilities, public gathering places, cultural event sites, appropriate park and recreation facilities and the set-aside of attractive "green space" as important responsibilities for the City of Canton.
- We support appropriate residential and non-residential in-fill development and redevelopment in ways that complement surrounding areas.
- We support increases in residential density in areas where community design standards, environmental constraints and available infrastructure capacities can satisfactorily accommodate the increased density.
- We support new land uses that contribute to protecting the environment and preserving meaningful open space and that enhance housing options in our community.

Transportation

- We will encourage creation of a community-wide network of roads, railroads, walking paths, bicycle trails, car-pooling, and other alternative transportation choices and facilities to meet multiple functions for roads and transport facilities, including pedestrian facilities, parking, bicycle routes, public transit (bus and/or rail), and local vehicular circulation for access as well as for recreation.

- We will target transportation improvements to support desired development patterns for the community (recognizing that ready availability of transportation creates demand for land development in adjacent areas).
- Our new and reconstructed roadways will be appropriately designed and use context sensitive design considerations to enhance community aesthetics and to minimize environmental impacts.
- We will promote connectivity of our road network (including fostering a grid network of streets and multiple connections between subdivisions where appropriate).
- We will encourage new development that supports and ties in well with existing and planned public transit options in the community.
- We will encourage traffic calming and other design considerations for addressing excessive vehicular traffic that will not harm the peaceful nature of our residential neighborhoods.
- We will encourage businesses, schools, and other institutions to include bicycle parking and traffic management in their development projects.

Neighborhood Living examples



2.08 Suburban Development Areas

These areas were also referred to as New Canton during the planning process, and they are located at the edges of Canton. These areas experienced rapid growth from 1996 until 2008, are classified as Suburban Development Areas, and include **Hickory Log, Great Sky, Laurel Canyon, Canton West, Knox Bridge, Prominence, Prominence Point Ridge, Mountain Vista Overlook, Governor's Walk, Etowah Shoals**, and the **Pea Ridge County Pocket**. A distinction between Prominence and Prominence Point Ridge was made to emphasize the small variations between the two areas. South of Ridge Road, the Prominence Character Area was developed with smaller lots as part of a much larger development. Most of the Prominence Point Ridge Character Area to the north of Ridge Road was developed on larger lots representing some differences between the two areas.

These areas are developing as relatively low density residential developments with no connections to transit. Pedestrian accessibility and other street amenities are dependent on project requirements specified in the planning, zoning and permitting process. In Canton, many of these areas have steep topography, making building a challenge and threatening some of the scenic vistas which are a great asset to the city.

Although the Pea Ridge County Pocket is an unincorporated area totally surrounded by the City on all sides, the City wanted to record that this area had the opportunity to grow in a positive manner consistent with the City's comprehensive plan and should be developed with similar suburban area character as the surrounding character areas of the city

Development Strategies:

- Encourage Traditional Neighborhood Development (TND) with smaller lot sizes, interconnected streets, and pedestrian infrastructure.
- Incorporate traffic calming measures into design in order to slow automobile traffic and encourage bike and pedestrian activity.
- Provide ample greenspace and recreational opportunities to serve residents, and connect these areas to each other through a network of paths, trails, and sidewalks.
- Require master plans for communities which provide for connectivity and good design in terms of architectural style, street- and landscapes, and other elements such as signage where appropriate.
- Encourage neighborhood-level commercial to serve the population in neighborhoods directly adjacent to these areas to reduce the need to make automobile trips in order to purchase goods and services.

Compatible Land Uses:

- Low-density single family detached residential (1-3 u/a)
- Institutional
- Parks, recreation, and greenspace

Specific Quality Community Objectives for Pursuit:

- Regional Identity
- Growth Preparedness
- Educational Opportunities
- Open Space Preservation
- Environmental Protection
- Regional Cooperation
- Transportation Alternatives
- Regional Solutions
- Housing Opportunities
- Traditional Neighborhoods
- Infill Development
- Sense of Place

Preferred Implementation Measures:

Economic Development

- We will target reinvestment to declining, existing neighborhoods, vacant or underutilized sites or buildings in preference to new economic development projects in (previously undeveloped) “greenfield” areas of our community.
- We will seek to balance the supply of housing and employment in our community and consider their location in relation to each other.
- We will take into account access to housing and impacts on transportation, other infrastructure facilities and natural resources when considering economic development projects.

Natural and Cultural Resources

- We will consider the protection and conservation of Canton’s natural and cultural resources in making decisions about future growth and development.
- We will encourage new development to locate in suitable locations that avoid and/or protect natural resources, environmentally sensitive areas, and/or areas of valuable historic, archaeological or cultural resources from encroachment by the impacts of the new development.
- We will promote low impact development that preserves the natural topography and existing trees and green open space and encourage more compact urban development in appropriate locations to reduce the inefficient consumption of land and water resources and encourage preservation of green open space and natural resource areas.

- We will factor potential impacts on water quality into decisions regarding new development and we will ensure safe and adequate supplies of water through protecting ground and surface water sources.
- We will factor potential impacts on noise and air quality into decisions regarding new development and we will support spatial and design efforts that reduce negative impacts on air quality and/or noise levels beyond acceptable standards.
- We will promote enhanced solid waste reduction and recycling initiatives.

Facilities and Services

- The City of Canton will encourage infill redevelopment and compact development patterns in the more urban areas of the city where they provide more efficient use of existing infrastructure and protect infrastructure investments already paid for by reducing the need for more costly new/expanded facilities and services.
- We will support development within existing areas of service and areas that can be reasonably served by public infrastructure to ensure that new development does not cause a decline in existing levels of for the City’s residents and employers.
- We will coordinate the timing in providing public facilities and services with the ability to program and pay for concurrent land use development and capital facilities.
- Canton will encourage the use of planned infrastructure expansion and sequential, phased extension of utilities and services to encourage rational expansion in areas immediately contiguous to already developed areas of the community and with areas identified in the comprehensive plan as suitable for such development.
- The City of Canton will seek ways for new growth to pay for itself through impact fees, community impact districts, and other methods to achieve investment in infrastructure and services to support the development to the maximum extent possible.
- We will invest in parks and open space to enhance the quality of life for our citizens.
- We will work with the Cherokee County School System to encourage school location decisions that support the community’s overall growth and development plans.

Housing

- We will encourage development of housing that enable residents to live closer to their places of employment and replace or rehabilitate substandard or dilapidated housing in Canton without eliminating housing opportunities for the poorest segments of the community.
- We will stimulate infill housing development in existing neighborhoods.
- We will accommodate our diverse population by encouraging a compatible mixture of housing types and costs.
- The City of Canton will support dispersion of assisted housing throughout the community in order to diversify neighborhoods, eliminate pockets of poverty, and to prevent the growth of larger areas of disinvestment.

Land Use

- We will support methods to help ensure that our decisions on new development contribute to Canton's character and sense of place, are sensitive to the sense of place and the historic context of the community, and whose design, landscaping, lighting, signage, and scale add value to the community.
- Our community will use land efficiently to avoid the costs and problems associated with urban sprawl.
- We are committed to creating safe, attractive, and walkable neighborhoods throughout the City, where people have easy access to schools, parks, and necessary services (grocery store, drug store) without having to travel by car.
- We will provide creation and maintenance of recreational facilities, public gathering places, cultural event sites, appropriate park and recreation facilities and the set-aside of attractive "green space" as important responsibilities for the City of Canton.
- We support appropriate residential and non-residential in-fill development and redevelopment in ways that complement surrounding areas.
- We support increases in residential density in areas where community design standards, environmental constraints and available infrastructure capacities can satisfactorily accommodate the increased density.
- We support new land uses that contribute to protecting the environment and preserving meaningful open space and that enhance housing options in our community.

Transportation

- We will encourage creation of a community-wide network of roads, railroads, walking paths, bicycle trails, car-pooling, and other alternative transportation choices and facilities to meet multiple functions for roads and transport facilities, including pedestrian facilities, parking, bicycle routes, public transit (bus and/or rail), and local vehicular circulation for access as well as for recreation.
- We will target transportation improvements to support desired development patterns for the community (recognizing that ready availability of transportation creates demand for land development in adjacent areas).
- Our new and reconstructed roadways will be appropriately designed and use context sensitive design considerations to enhance community aesthetics and to minimize environmental impacts.
- We will promote connectivity of our road network (including fostering a grid network of streets and multiple connections between subdivisions where appropriate).
- We will encourage new development that supports and ties in well with existing and planned public transit options in the community.
- We will encourage traffic calming and other design considerations for addressing excessive vehicular traffic that will not harm the peaceful nature of our residential neighborhoods.
- We will encourage businesses, schools, and other institutions to include bicycle parking and traffic management in their development projects.

Intergovernmental Coordination

- We will engage in cooperative planning between the City of Canton and other public entities such as the Cherokee County Public Schools System to address issues that are likely to have an impact on our community or our plans for future development.

Suburban Development Area examples



2.09 Traditional Neighborhood Redevelopment Area

The **New Town** area north of the Crescent Ridge Corridor and including the area around the existing hospital is comprised of older neighborhoods which have a moderate density and include older houses and community facilities that may be in need of revitalization. The **Sunnyside** Character Area located south of the Etowah River has similar characteristics including older shopping centers and retail shops with underutilized parking. These areas are designated as Traditional Neighborhood Redevelopment Areas, and represent older neighborhoods with a significant stock of older, somewhat dilapidated homes and other structures that have declined due to lack of investment. Some of the building stock is in poor condition, and there may be large areas of vacant land or deteriorating, unoccupied structures.²

Development Strategies:

- Encourage Traditional Neighborhood Development (TND) with smaller lot sizes, interconnected streets, and pedestrian infrastructure.
- Encourage neighborhood-level commercial to serve the population in neighborhoods directly adjacent to these areas to reduce the need to make automobile trips in order to purchase goods and services.
- Incorporate traffic calming measures into design in order to slow automobile traffic and encourage bike and pedestrian activity.
- Provide ample greenspace and recreational opportunities to serve residents, and connect these areas to each other through a network of paths, trails, and sidewalks.
- Provide incentives for preserving and rehabilitating recoverable structures in order to create an attractive neighborhood with a blend of historic and new housing.

Compatible Land Uses:

- Medium density residential (4-6 u/a)
- Traditional Neighborhood Development
- Senior housing
- Parks, recreation, and greenspace
- Institutional

Specific Quality Community Objectives for Pursuit:

- Regional Identity
- Growth Preparedness
- Educational Opportunities
- Heritage Preservation

² State Planning Recommendations: CHARACTER AREAS, p 6.

- Open Space Preservation
- Environmental Protection
- Regional Cooperation
- Transportation Alternatives
- Regional Solutions
- Housing Opportunities
- Traditional Neighborhoods
- Infill Development
- Sense of Place

Preferred Implementation Measures:

Economic Development

- We will carefully consider costs and benefits in making decisions on proposed economic development projects.
- We will target reinvestment to declining, existing neighborhoods, vacant or underutilized sites or buildings in preference to new economic development projects in (previously undeveloped) “greenfield” areas of our community.
- We will seek to balance the supply of housing and employment in our community and consider their location in relation to each other.
- We will take into account access to housing and impacts on transportation, other infrastructure facilities and natural resources when considering economic development projects.

Natural and Cultural Resources

- We will consider the protection and conservation of Canton’s natural and cultural resources in making decisions about future growth and development.
- We will encourage new development to locate in suitable locations that avoid and/or protect natural resources, environmentally sensitive areas, and/or areas of valuable historic, archaeological or cultural resources from encroachment by the impacts of the new development.
- We will promote low impact development that preserves the natural topography and existing trees and green open space and encourage more compact urban development in appropriate locations to reduce the inefficient consumption of land and water resources and encourage preservation of green open space and natural resource areas.
- We will promote enhanced solid waste reduction and recycling initiatives.

Facilities and Services

- The City of Canton will encourage infill redevelopment and compact development patterns in the more urban areas of the city where they provide more efficient use of existing infrastructure and protect infrastructure investments already paid for by reducing the need for more costly new/expanded facilities and services.
- We will support development within existing areas of service and areas that can be reasonably served by public infrastructure to ensure that new development does not cause a decline in existing levels of for the City's residents and employers.
- The City of Canton will seek ways for new growth to pay for itself through impact fees, community impact districts, and other methods to achieve investment in infrastructure and services to support the development to the maximum extent possible.
- We will invest in parks and open space to enhance the quality of life for our citizens.
- We will work with the Cherokee County School System to encourage school location decisions that support the community's overall growth and development plans.

Housing

- We will encourage development of housing that enable residents to live closer to their places of employment and replace or rehabilitate substandard or dilapidated housing in Canton without eliminating housing opportunities for the poorest segments of the community.
- We will stimulate infill housing development in existing neighborhoods.
- We will accommodate our diverse population by encouraging a compatible mixture of housing types and costs.
- The City of Canton will support dispersion of assisted housing throughout the community in order to diversify neighborhoods, eliminate pockets of poverty, and to prevent the growth of larger areas of disinvestment.

Land Use

- We will support methods to help ensure that our decisions on new development contribute to Canton's character and sense of place, are sensitive to the sense of place and the historic context of the community, and whose design, landscaping, lighting, signage, and scale add value to the community.
- Our community will use land efficiently to avoid the costs and problems associated with urban sprawl.
- We are committed to creating safe, attractive, and walkable neighborhoods throughout the City, where people have easy access to schools, parks, and necessary services (grocery store, drug store) without having to travel by car.
- We will provide creation and maintenance of recreational facilities, public gathering places, cultural event sites, appropriate park and recreation facilities and the set-aside of attractive "green space" as important responsibilities for the City of Canton.
- We support appropriate residential and non-residential in-fill development and redevelopment in ways that complement surrounding areas.

- We support increases in residential density in areas where community design standards, environmental constraints and available infrastructure capacities can satisfactorily accommodate the increased density.

Transportation

- We will encourage creation of a community-wide network of roads, railroads, walking paths, bicycle trails, car-pooling, and other alternative transportation choices and facilities to meet multiple functions for roads and transport facilities, including pedestrian facilities, parking, bicycle routes, public transit (bus and/or rail), and local vehicular circulation for access as well as for recreation.
- We will target transportation improvements to support desired development patterns for the community (recognizing that ready availability of transportation creates demand for land development in adjacent areas).
- Our new and reconstructed roadways will be appropriately designed and use context sensitive design considerations to enhance community aesthetics and to minimize environmental impacts.
- We will promote connectivity of our road network (including fostering a grid network of streets and multiple connections between subdivisions where appropriate).
- We will encourage new development that supports and ties in well with existing and planned public transit options in the community.
- We will encourage traffic calming and other design considerations for addressing excessive vehicular traffic that will not harm the peaceful nature of our residential neighborhoods.
- We will encourage businesses, schools, and other institutions to include bicycle parking and traffic management in their development projects.

Traditional Neighborhood Redevelopment Area examples



3 Implementation

3.01 Implementation Overview

The previous chapters provided a basic inventory and an assessment of needs related to the seven elements of the City of Canton’s Comprehensive Plan: population; economic development; natural, historic and scenic resources; community facilities; transportation; housing; and land use. However, without an overall strategy for implementation, the Plan’s goals and strategies will not be realized. This chapter merges and coordinates the goals and strategies arising from the separate plan chapters into an overall implementation strategy to direct the Plan over the next 20-years. Complementing this long-term implementation strategy is the Five-Year Short Term Work Program. The Short Term Work Program sets out specific actions and time frames for the next five years to implement the Plan—who is suppose to do what, when and where the money is coming from .

Lastly, this chapter sets out provisions for annual review, amendment and updating of the Plan as time goes by and changes occur, whether or not anticipated in the forecasts of future development or in the City’s vision for the future.

3.02 Implementation Process

Communication: The first step in the implementation process is communication. However, to fully communicate the values of the planning process, the City Council and Planning Commission will be fully appraised of the Plan’s overall goals, facility needs and the strategies necessary to address these needs. This communication step is not limited to the policy makers but will also be extended to the citizens and businesses in the community. The public should be aware of the processes involved to create the Comprehensive Plan, how they can contribute to the process, and how the plan will be implemented.



Formal Adoption: The second step is the formal adoption by the City Council and Planning Commission after public hearings are held. The Planning Commission and City Council will then use the Comprehensive Plan as a guide for making decisions that will affect future growth in Canton. Unless the goals and strategies are accepted and embraced by the City Council, the Planning Commission, residents, and business interests, the Comprehensive Plan will have little value.

Continuous Monitoring: To ensure that the Comprehensive Plan remains a useful tool for guiding growth, it will be monitored for its impact and modified periodically to reflect changing community conditions. As part of plan implementation, the Plan’s Five-Year Short Term Work Program is to be updated annually and extended into another year to maintain the five-year horizon.

3.03 Policies

Implementation policies are adopted to provide ongoing guidance and direction to local officials. They provide a basis for making decisions in implementing the comprehensive plan, including achieving the Community Vision and appropriately addressing the Community Issues and Opportunities. The following policies were developed to identify the City of Canton's goals and objectives for the 20-year planning period. They are aligned with the planning policies recommended by the Georgia Dept. of Community Affairs (DCA) and were modified to address the community's particular requirements.

Economic Development

- We will support programs for retention, expansion and creation of businesses that are a good fit for our community's economy in terms of job skill requirements and linkages to existing businesses.
- We will carefully consider costs and benefits in making decisions on proposed economic development projects.
- We will target reinvestment to declining, existing neighborhoods, vacant or underutilized sites or buildings in preference to new economic development projects in (previously undeveloped) "greenfield" areas of our community.
- We will seek to balance the supply of housing and employment in our community and consider their location in relation to each other.
- We will take into account access to housing and impacts on transportation, other infrastructure facilities and natural resources when considering economic development projects.
- We will consider the employment needs and skill levels of our existing population in making decisions on proposed economic development projects

Economic Development Implementation Strategies

- Create and implement a Citywide Tourism Plan.
- Update and maintain a "Downtown Historic Sites Walking Tour".
- Develop an action plan to support industry recruitment and business retention. Enhance the entrepreneurship and small business support programs with a comprehensive range of financial assistance, training, networking, professional advice and educational opportunities.
- Develop and update promotional material for City-wide recruitment, retention and marketing activities.
- Prepare a Redevelopment Plan for Business Highway 5.
- Maintain an adequate supply of quality prepared business and manufacturing sites, in particular develop and promote the Canton Marketplace and the Bluffs Business Park.
- Focus resources on supporting and expanding existing partnerships between local business and educational institutions throughout the County, such as the CCSD Advisory Committees, Career Pathways, Partners in Education and Cherokee Focus.
- Promote vocational training/continuing education at local institutions to residents to increase their skills and to businesses to address specific training needs.
- Coordinate and streamline permitting processes and development regulations.

Natural and Cultural Resources

- We will consider the protection and conservation of Canton's natural and cultural resources in making decisions about future growth and development.
- We will encourage new development to locate in suitable locations that avoid and/or protect natural resources, environmentally sensitive areas, and/or areas of valuable historic, archaeological or cultural resources from encroachment by the impacts of the new development.
- We will promote low impact development that preserves the natural topography and existing trees and green open space and encourage more compact urban development in appropriate locations to reduce the inefficient consumption of land and water resources and encourage preservation of green open space and natural resource areas.
- We will factor potential impacts on water quality into decisions regarding new development and we will ensure safe and adequate supplies of water through protecting ground and surface water sources.
- We will factor potential impacts on noise and air quality into decisions regarding new development and we will support spatial and design efforts that reduce negative impacts on air quality and/or noise levels beyond acceptable standards.
- We will encourage new development be located in urban areas and corridors in the City of Canton.
- We will promote enhanced solid waste reduction and recycling initiatives.



Natural and Cultural Resources Implementation Strategies

- Adopt Way-Finding Signage Plan and install signs.
- Complete planned Etowah Greenway land acquisition and improvements.
- Participate in the Tree City USA program.
- Participate with the County and other cities in the development of a countywide historic preservation ordinance.
- In conjunction with the Historic Society, develop and assemble resource materials on the development, redevelopment or adaptive reuse of a historic property or site.
- Create a historic resource map of the properties contained in the 2005 Historic Resources Survey inventory.
- Continue to participate with other jurisdictions in the Etowah River Habitat Conservation Plan (HCP).

Facilities and Services

- The City of Canton will encourage infill redevelopment and compact development patterns in the more urban areas of the city where they provide more efficient use of existing infrastruc-

ture and protect infrastructure investments already paid for by reducing the need for more costly new/expanded facilities and services.

- We will support development within existing areas of service and areas that can be reasonably served by public infrastructure to ensure that new development does not cause a decline in existing levels of for the City’s residents and employers.
- We will coordinate the timing in providing public facilities and services with the ability to program and pay for concurrent land use development and capital facilities.
- Canton will encourage the use of planned infrastructure expansion and sequential, phased extension of utilities and services to encourage rational expansion in areas immediately contiguous to already developed areas of the community and with areas identified in the comprehensive plan as suitable for such development.
- The City of Canton will seek ways for new growth to pay for itself through impact fees, community impact districts, and other methods to achieve investment in infrastructure and services to support the development to the maximum extent possible.
- We will invest in parks and open space to enhance the quality of life for our citizens.
- We will work with the Cherokee County School System to encourage school location decisions that support the community’s overall growth and development plans.

Public Facilities Implementation Strategies

- Create Canton Place CID and additional CIDs.
- Establish a City Recreation and Leisure Services Department.
- Develop a City-wide Master Plan for Parks and Recreation.
- Initiate planning, design and permitting for a regional wastewater treatment plant.
- Review periodically Service Delivery strategies, level of services, and implement the STWP planned improvements and staffing requirements to provide services and facilities to accommodate new growth.
- Develop specific roadway/street types and pedestrian related facilities by Character Area.
- Continue to identify, fund and implement River Mill District LCI projects.

Housing

- We will encourage development of housing that enables residents to live closer to their places of employment and replace or rehabilitate substandard or dilapidated housing in Canton without eliminating housing opportunities for the lower economic/ “workforce” segments of the community.
- We will stimulate infill housing development in existing neighborhoods.
- We will accommodate our diverse population by encouraging a compatible mixture of housing types and costs.
- We will encourage housing policies, choices and patterns that move people upward on the housing ladder from dependence to independence (home-ownership).
- The City of Canton will support dispersion of assisted housing throughout the community in order to diversify neighborhoods, eliminate pockets of poverty, and to prevent the growth of larger areas of disinvestment.

Implementation Strategies

- As part of the zoning ordinance update process, create and codify a Unified Regulating Code with TND and TOD zoning classifications.
- Consider the development of Senior Housing regulations, which would include reduced parking requirements, and density bonus options in conjunction with dedicated affordable units.
- Identify areas with adequate infrastructure to provide “workforce” housing opportunities.
- As part of the Unified Regulating Code update, review development ordinances to identify constraints and barriers to providing affordable “workforce” housing.
- Participate in County-wide meetings to encourage cooperation on affordable housing financing from federal and state sources.

Land Use

- We will support methods to help ensure that our decisions on new development contribute to Canton’s character and sense of place, are sensitive to the sense of place and the historic context of the community, and whose design, landscaping, lighting, signage, and scale add value to the community.
- Our community will use land efficiently to avoid the costs and problems associated with urban sprawl.
- We will encourage the improvement of our gateways and corridors to create a “**positive**” sense of place for our community and improve the direct and indirect effects of these areas on adjacent areas or the City as a whole.
- We will encourage the development of the “Downtown Canton central business district” as a vibrant center of the community in order to improve overall attractiveness and local quality of life with improved access to parking.
- We are committed to creating safe, attractive, and walkable neighborhoods throughout the City, where people have easy access to schools, parks, and necessary services (grocery store, drug store) without having to travel by car.
- We will provide creation and maintenance of recreational facilities, public gathering places, cultural event sites, appropriate park and recreation facilities and the set-aside of attractive “green space” as important responsibilities for the City of Canton.
- We are committed to redeveloping and enhancing existing (and planned) commercial and industrial areas within our community in preference to new development in previously undeveloped “Greenfield” areas of the community.
- We support appropriate residential and non-residential in-fill development and redevelopment in ways that complement surrounding areas.
- We will encourage mixed-use developments that are human-scale and less auto-oriented.
- We support increases in residential density in areas where community design standards, environmental constraints and available infrastructure capacities can satisfactorily accommodate the increased density.



- We support new land uses that contribute to protecting the environment and preserving meaningful open space and that enhance housing options in our community.
- We will encourage development of a rational network of commercial nodes, including crossroads, neighborhood, community, and regional activity centers, and employment centers that meet the service needs of citizens while avoiding unattractive and inefficient strip development along major roadways.

Land Use Implementation Strategies

- Consider development of a Unified Regulating Code that combines the zoning ordinance, subdivision regulations and development regulations to consistently implement elements of the Community Agenda.
- Revise the rezoning process to provide better information on land use changes and infrastructure impact for each proposal.
- Create design guidelines for each Character Area for residential and non-residential development.
- Continue to update annually the 5-Year Capital Improvements Plan and STWP.
- Conduct annual review of FDM, rezoning and capital projects for plan & map adjustments.
- Send a summary of all minor amendments annually to the ARC.
- Consider incentive strategies to encourage development patterns in harmony with Character Area descriptions.
- Create small area plans for areas experiencing significant growth pressures or infrastructure issues.
- Undertake a Comprehensive Plan update five years after adoption of this Plan.

Traffic and Transportation

- We will encourage creation of a community-wide network of roads, railroads, walking paths, bicycle trails, car-pooling, and other alternative transportation choices and facilities to meet multiple functions for roads and transport facilities, including pedestrian facilities, parking, bicycle routes, public transit (bus and/or rail), and local vehicular circulation and access as well as for recreation.
- We will target transportation improvements to support desired development patterns for the community (recognizing that ready availability of transportation creates demand for land development in adjacent areas).
- Our new and reconstructed roadways will be appropriately designed and use context sensitive design considerations to enhance community aesthetics and to minimize environmental impacts.
- We will promote connectivity of our road network (including fostering a grid network of streets and multiple connections between subdivisions where appropriate).
- We will encourage new development that supports and ties in well with existing and planned public transit options in the community.

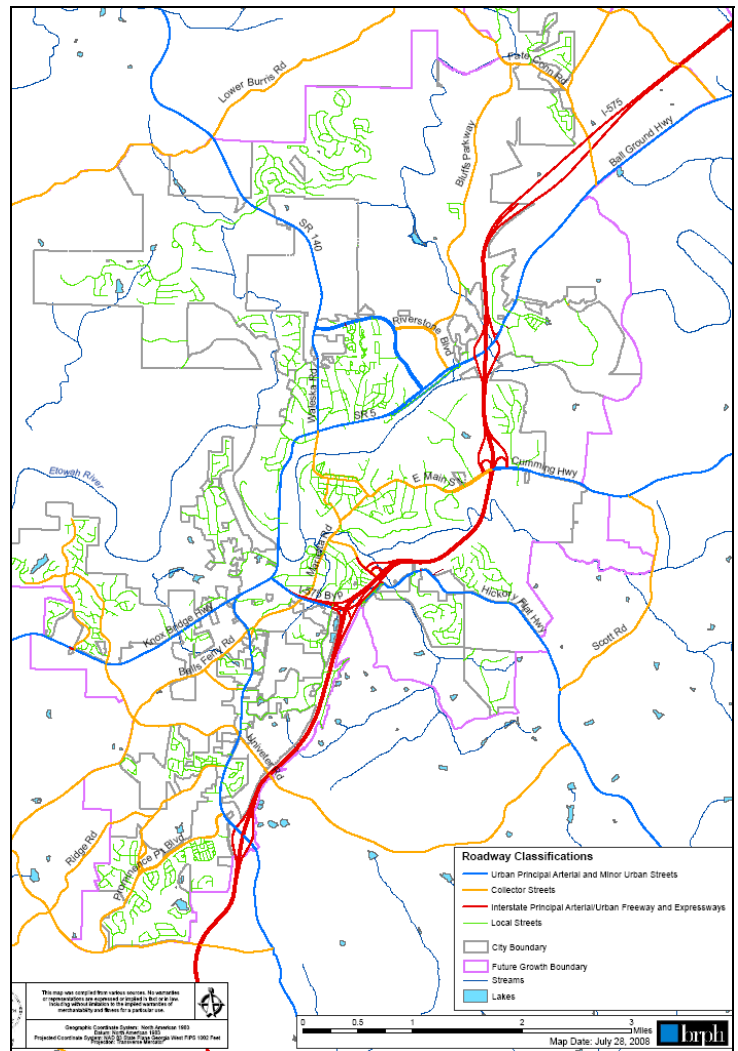


Leander, TX Commuter Station

- We will encourage traffic calming and other design considerations for addressing excessive vehicular traffic that will not harm the peaceful nature of our residential neighborhoods.
- We will encourage businesses, schools, and other institutions to include bicycle parking and traffic management in their development projects
- We will coordinate with the City to encourage commuter and freight rail access to and from Canton via the railroad corridor.

Transportation Implementation Strategies

- Develop a priority list for local road, bicycle and pedestrian improvements.
- Implement local road, bicycle and pedestrian improvements.
- As part of the Unified Regulating Code update, revise development ordinances to encourage shared parking and parking maximums in mixed-use areas, and strengthen access management/inter-parcel connectivity requirements.
- Adopt requirements that developments connect to any identified pedestrian linkage as part of the development approval.



Functional Road Classifications

Intergovernmental Coordination

- We will consult with Cherokee County, the City of Holly Springs and other neighboring jurisdictions when making decisions that are likely to impact both parties and work together to seek opportunities to share services and facilities to address shared regional issues such as growth management, watershed protection, major parks, etc.
- We will pursue joint processes for collaborative planning and decision-making with neighboring jurisdictions (and specifically with Cherokee County)
- We will engage in cooperative planning between the City of Canton and other public entities such as the Cherokee County Public Schools System to address issues that are likely to have an impact on our community or our plans for future development.

3.04 Rezoning and Development Process

The City of Canton should use the policies and Character Area standards outlined within this Comprehensive Plan while reviewing specific proposals for rezoning, development and major redevelopment or renovation proposals. As general guidelines, Character Area standards cannot predict the unique potential and/or constraints for each project. Thus, these guidelines are intended to establish a general direction and a base level of development quality and compatibility with surrounding areas.



Growth management is a two-step strategy: 1. The Comprehensive Plan and 2. Establish the regulatory measures (such as adopted design guidelines by area, and zoning districts or overlays) required to protect and enhance that character.

Comprehensive Plan Consistency

New rezonings and developments should be compared against the Comprehensive Plan—policies and character areas for consistency and intent.

- Guiding principles, policies and development strategies are developed from the Vision; all new development should relate and coordinate with policy;
- Review general design considerations for consistency with Character Area or Corridor options, as applicable;
- Character Area guidelines are intended to establish a general direction and a base level of development quality and suitable with surrounding areas;
- Character Areas suggest qualitative controls until small area and corridor studies are completed for specific areas; and
- Character Areas and Corridors **are not regulations**, and therefore will allow flexibility during project review.

As the project proceeds through the rezoning or development process it will be judged on how that specific proposal works on that specific site, utilizing Zoning Ordinance review standards already adopted by the jurisdiction.



Development Regulations

Development Regulations (Step 2) should reflect the Character Area guidelines and create a one to one relationship between this Plan and the implementing Codes. Typically, a natural outcome of a character area based Comprehensive Plan is a set of design regulations that speak to specific

development characteristics such as site planning, massing, scale and density. This can be achieved in several ways:

- Require detailed concept plans during the zoning and development review process to conform to the Character Area guidelines,
- A rewrite of the Codes to reflect a more performance based approach, and
- The use of zoning overlay districts that supplement the current zoning provisions and safeguard the designated area from development patterns that perpetuate sprawl. By implementing this type of control measure, a community can work towards achieving the Vision.

Canton is considering transforming zoning ordinances, subdivision regulations and other land use regulatory controls into a comprehensive and user-friendly format. It is recommended that this would be a Unified Regulating Code with appropriate revisions to integrate the recent update of the Subdivision Ordinance and other regulations with the Zoning Code – tied together into a “Regulating Code”. The rewrite to a Unified Regulating Code would combine and consolidate all phases of the land development process from the zoning of a piece of property to the actual development of the property. The City is considering basing the Unified Regulating Code on permitted uses within each Character Area rather than an update of the existing traditional Euclidian land use categories with overlays, although the use of the lot, lot size, building bulk and height, and setbacks will continue to be regulated. In addition, it will regulate the manner in which land may be subdivided to ensure that each subdivision meets standards as to minimum block and lot sizes, streets, relationship to existing streets, and provisions for open space, schools, and other public facilities and the protection of natural resources. The forthcoming Unified Regulating Code is a valuable and necessary tool for the implementation of the Comprehensive Plan and for the creation of quality developments within the City.

The Development Review Process

**Identify Character Area on Future Development Map.*

**Character Area Summary Table—Compatible zoning districts and infrastructure.*

**Review overall community design considerations.*

**Review the applicable Character Area intent and guidelines.*

**Determination whether the zoning or development proposal is consistent with plan policies and the FDM.*

If it is consistent go onto the rezoning process and judge the proposal on zoning merits.

If it is not consistent with the FDM, it may require application for a FDM Amendment, then onto rezoning.

Detailed Planning Studies

Detailed plans, such as a Solid Waste Management Plan, a Greenspace Plan, the River Mill Livable Centers Initiative, a Parks and Recreation Plan, Capital Facilities Plan, the Emerald Trail Plan, the Bluffs Technology Park Master Plan, streetscape plans, small area studies and design regulations may be adopted as implementing measures of the Comprehensive Plan. A natural outcome of a Character Area based Plan is to develop specific character-based guidelines, such as those potentially for the Central City (Downtown) and Historic Canton Areas.

Incentives

The community can implement incentives to encourage certain types of private development that will contribute significantly to the public good. Several development options, such as point systems that promote good design and protection of natural resources, a performance based system and an overall streamlining of the regulatory process has been one of the focuses of the development regulations.



Plan Review and Update

To be a useful and influential tool in guiding growth and development in the future and in ultimately realizing each community's Vision for the future, the Comprehensive Plan must be kept current. Over time, changes will occur in the Community that may not have been anticipated and over which the Community may have no control—changing lifestyles, national or regional economic shifts, the impact of telecommuting or internet access on working and shopping patterns, etc. Annually monitoring these shifts against progress in plan implementation may lead to the need for amendments to the plan. At a minimum, a substantial Update will have to be undertaken five years from adoption, and a 10th year Major Update will be required after ten years, as per State requirements.

Annual Plan Review

The annual review is to be accomplished in coordination with the annual budgeting and CIE/STWP update process. At a minimum, the annual review should review:

- Pace of growth, in terms of housing units built and land absorbed by nonresidential development.
- Land development approvals over the past year as a score card of the Comprehensive Plan's Vision.
- Zoning approvals over the past year in relation to the Future Development Map.
- Future Development Plan Map changes.
- Planned Short Term Work Program activities compared to actual accomplishments.



Short Term Work Program (STWP)

The STWP will be updated annually, reflecting the results of the Annual Plan Review. The STWP will be extended one year into the future in order to maintain a full five years of future activity, and any changes appropriate to the other years will be included. No later than thirty days after the end of the year just completed, the updated STWP will be forwarded to the Atlanta Regional Commission (ARC) for their files.

Minor Plan Amendments

As a result of the annual plan review, amendments to the Comprehensive Plan may be appropriate. If the needed changes are strictly local and not considered to have an effect on another local government, the changes may be adopted as a minor amendment to the Plan at any time during the year by action of the Board of Commissioners or City Council. At the end of each year, along with the annual update to the STWP, a summary of all minor amendments is to be sent to the ARC with a statement that the individual and cumulative effects of the minor amendments do not significantly alter the basic tenets of the approved Plan.

Major Plan Amendments

If, as a result of the annual plan review process, conditions or policies on which the Plan is based have changed significantly so as to alter the basic tenets of the Plan, the City will initiate a major Plan amendment. The public will be involved in preparation of the Plan amendment to the extent warranted by the degree of change that has occurred. Following State procedural guidelines, a public hearing will be held to inform the public of the community's intent to amend the Plan, and to seek public participation. The amendment will be submitted to surrounding communities for review in accordance with our agreement under HB 489, and to the ARC for review under the State's requirements, prior to adoption.

3.05 The 2007 Accomplishments Report



Canton Aerial View of Downtown and Riverstone Parkway from the South

Report of Accomplishments from 2007 STWP, City of Canton Comprehensive Plan					
Project Description	Completed	Ongoing	Pending	Dropped	Status
Recodify standards and specification for street construction and paving			X		Under consideration by Mayor and Council to be adopted by mid-2009
Develop procedures to accept Road/City Street for Maintenance Department/Engineering	X				Complete
Railroad Street Streetscape	X				Complete
Waleska Street Streetscape			X		Ongoing-Target completion 2010
Hickory Flat Streetscape			X		Ongoing-Target completion 2010
East Main Street lighting	X				Complete
Marietta Road sidewalk project			X		Ongoing-Target completion 2011
Marietta and Hickory Flat Intersection Improvements			X		Ongoing-Target completion 2011
SR5 Business (Marietta Hwy./Riverstone Parkway) signal coordination			X		Ongoing-Target completion 2010
Main Street pedestrian connector			X		Ongoing-Target completion 2010
Economic Development					
Develop, implement, and update a tourism plan		X			Ongoing effort by Canton Tourism, Inc.
Create & implement a citywide Open Space Plan			X		Delayed by lack of funds. Deferred to 2013 in STWP
Update and maintain a "downtown historic sites walking tour" with accompanying literature		X			Ongoing effort by Canton Tourism, Inc.
Develop an Economic Development Plan for industry recruitment for the City of Canton	X	X			Plan developed in 2007. Ongoing implementation.
Develop and update promotional materials for citywide projects for development recruitment and retention	X	X			Plan developed in 2007. Ongoing Implementation by Mayor's staff
Develop and update promotional material and a citywide marketing plan for the City	X	X			Plan developed in 2007. Ongoing Implementation by Mayor's staff
Recodify Sign Regulations			X		Will be part of new Regulation Code (Zoning Ordinance)-Target completion 2010
Housing					
Create and codify new Traditional Neighborhood Development (TND) and Transportation Oriented Development (TOD) zoning classifications			X		To be completed upon adoption of Comprehensive Plan as part of new Regulation Code (Zoning Ordinance)-Targeted completion by 2010.
Create additional Livable Centers Initiative Opportunities within the City			X		Begin program in 2008. Ongoing-Target completion 2011
Create additional Overlay Districts at three I-575 interchanges			X		Will be part of new Regulation Code (Zoning Ordinance)-Target completion 2010
Historic Resources					
Create and install way finding signage program citywide			X		Plan & Design complete-Adoption 2009-Implementation each year of planning cycle
Natural Resources					
Develop a Green/Open Space Plan as part of a comprehensive natural resources strategy			X		Begin program in 2008. Ongoing-Target completion 2010
Recreation					
Create a Youth Activities program	X	X			Initial program completed. Basic programs ongoing
Develop a citywide Master Plan for parks and recreation			X		Master Plan deferred to 2013
Land Use					
Update annually the growth boundary/annexation plan for the City		X			Annually through 2013
Create industrial areas by annexation into the City limits of Canton		X			Annually through 2011
Amend and recodify the Development Regulations			X		Pending following adoption of the Comprehensive Plan
Create and adopt a Unified Code				X	Process to be executed from 2009-2011
Create a manual on "How to Develop in Canton"				X	Dropped until after adoption of Comprehensive Plan and completion of new Code for Zoning and Development

Report of Accomplishments from 2007 STWP, City of Canton Comprehensive Plan					
Project Description	Completed	Ongoing	Pending	Dropped	Status
Economic Development					
Develop, implement, and update a tourism plan		X			Ongoing effort by Canton Tourism, Inc.
Create & implement a citywide Open Space Plan			X		Delayed by lack of funds. Deferred to 2013 in STWP
Update and maintain a "downtown historic sites walking tour" with accompanying literature		X			Ongoing effort by Canton Tourism, Inc.
Develop an Economic Development Plan for industry recruitment for the City of Canton	X	X			Plan developed in 2007. Ongoing implementation.
Develop and update promotional materials for citywide projects for development recruitment and retention	X	X			Plan developed in 2007. Ongoing Implementation by Mayor's staff
Develop and update promotional material and a citywide marketing plan for the City	X	X			Plan developed in 2007. Ongoing Implementation by Mayor's staff
Recodify Sign Regulations					Will be part of new Regulation Code (Zoning Ordinance)-Target completion 2010
Housing					
Create and codify new Traditional Neighborhood Development (TND) and Transportation Oriented Development (TOD) zoning classifications			X		To be completed upon adoption of Comprehensive Plan as part of new Regulation Code (Zoning Ordinance)- Targeted completion by 2010.
Create additional Livable Centers Initiative Opportunities within the City			X		Begin program in 2008. Ongoing-Target completion 2011
Create additional Overlay Districts at three I-575 interchanges			X		Will be part of new Regulation Code (Zoning Ordinance)-Target completion 2010
Historic Resources					
Create and install way finding signage program citywide			X		Plan & Design complete-Adoption 2009-Implementation each year of planning cycle
Natural Resources					
Develop a Green/Open Space Plan as part of a comprehensive natural resources strategy			X		Begin program in 2008. Ongoing-Target completion 2010
Recreation					
Create a Youth Activities program	X	X			Initial program completed. Basic programs ongoing
Develop a citywide Master Plan for parks and recreation			X		Master Plan deferred to 2013
Land Use					
Update annually the growth boundary/annexation plan for the City		X			Annually through 2013
Create industrial areas by annexation into the City limits of Canton		X			Annually through 2011
Amend and recodify the Development Regulations			X		Pending following adoption of the Comprehensive Plan
Create and adopt a Unified Code				X	Process to be executed from 2009-2011 by updates to City codes
Create a manual on "How to Develop in Canton"				X	Dropped until after adoption of Comprehensive Plan and completion of new Code for Zoning and Development

3.06 Short Term Work Program

The City of Canton Comprehensive Plan Update Short Term Work Program (STWP) identifies specific improvements to be accomplished by the City of Canton and other entities for the first five years (2009-2013) of the 2009-2030 planning period. This includes community improvements or investments, ordinances, and administrative actions to change site plan review, design review, overlay districts, incentive programs, etc.), financing arrangements, or any other programs or initiatives to implement the Comprehensive Plan. The STWP includes the following:

- A brief description of the proposed activity,
- The proposed time frame for implementation,
- The responsible party,
- The estimated costs, and
- The funding sources for each activity.

The STWP includes projects and programs affecting the City of Canton that would be carried out by the City or by potential partners of the City including the following possibilities:

- North Georgia Metropolitan Water Authority
- Metropolitan Atlanta Regional Transportation Authority
- Georgia Dept. of Natural Resources Environmental Protection Division
- Georgia Dept. of Transportation
- Georgia Regional Transportation Authority
- Cherokee County Board of Commissioners
- Cherokee County Schools
- Cherokee County Dept. of Health & Human Services
- Cherokee County Dept. of Parks and Recreation
- Cherokee County Dept. of Transportation
- Cherokee County Public Library Board
- Cherokee County Sheriff' Office
- Cherokee County Tax Assessors Office
- Atlanta Regional Commission

Plan Element	Project Description	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	Responsible Party	Cost Estimate	Funding Source	Notes
Economic Development										
P-34	Create and Implement a City-wide Tourism Plan	X	X	X	X	X	Canton Tourism, Inc.	\$60,000	State Grants, Hotel/Motel Tax	
P-36	Update and maintain a "Downtown Historic Sites Walking Tour"	X	X	X	X	X	Canton Tourism, Inc. & Historical Society	\$10,000	Hotel/Motel Tax	
P-37	Develop an Action Plan to support Industry Recruitment & Business Retention	X					Economic Development	\$10,000	Hotel/Motel Tax	
P-39	Develop and Update Promotional Materials for a City-wide Recruitment, Retention & Marketing Plan		X	X	X	X	Economic Development & City Attorney	\$50,000	Hotel/Motel Tax	
	Prepare Redevelopment Plan for Business Hwy. 5	X	X	X	X	X	Community Development and Economic Development	50,000	City General Fund and Grants	
Housing										
P-12	Create & Codify a New Unified Code TND and TOD Zoning Classifications	X					Planning and Zoning	\$75,000	City General fund	Provides reorganized zoning and development code with overlay districts, TND and TOD capabilities, and support for LCI, CID, IDD, and other tools to leverage local funding for desired infrastructure improvements
Natural & Historic Resources										
P-44	Adopt Way-finding Signage Plan & Install Signs	Adopt	Install	Install	Install		City of Canton	\$10,000	City General Fund	Draft Plan is complete
	Etowah River Greenway Land Acquisition	X	X	X			Community Development	\$550,000	City Funds	
	Etowah River Greenway Phase 1A (I-575 to Mill No. 2)	X	X	X			Community Development	\$5,690,500	County Bond Program	Project relies on County Bond Referendum for funding

Plan Element	Project Description	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	Responsible Party	Cost Estimate	Funding Source	Notes
	Etowah River Greenway Phase 2 (Multi-Use)			X	X		Community Development	\$2,981,290	City Impact Fees	
	Etowah River Greenway Phase 3 (Mill#2 to Waleska Street)				X	X	Community Development	\$4,643,002	City Impact Fees	
	Etowah River Greenway Phase 4 (Waleska Street to Marietta Hwy)				X	X	Community Development	\$4,887,450	City Impact Fees	
	Etowah River Greenway Phase 5 (Marietta Hwy to Harmon Field)					X	Community Development	\$3,692,400	City Impact Fees	
	Etowah River Greenway Other Costs & Contingency					X	Community Development	\$7,880,700	City Impact Fees	
	Tree City USA		X	X	X	X	Community Development	\$5,000	City Funds	\$1,250/year for four years
Community Facilities										
P-02	Hire nine (9) additional Firefighters/Year		X	X			City Fire Dept.	\$1,200,000	City General fund	\$600,000 per year in '10 and '11
P-05	Conduct ISO Rating Analysis		X				City Fire Dept.	\$25,000	City General fund	
	Add North District Station 3 (Laurel Canyon) - Land (3.2 acres) & Building	X					City Fire Dept.	\$1,730,000	City Impact Fees	
	Add North District Station 4 (Bluffs) - Land & Building		X				City Fire Dept.	\$3,125,000	City Impact Fees	Station includes Fire and Police Training Facilities
	Add North District Station 5 (Canton Place) - Land, Building and Platform Truck				X		City Fire Dept.	\$2,950,000	City Impact Fees	
P-07	Public Safety Department Grant Activities	X	X	X	X	X	City Fire Dept.	\$5,000	City General fund	
	Public Safety Communications Towers			X			City Police Dept.	\$10,000	City Impact Fees	
P-08	Expand and Relocate Hospital Services Facility	X	X	X	X	X	Northside Hospital	\$180,000,000	Northside Hospital	To be accomplished in six phases (through 2014)

Plan Element	Project Description	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	Responsible Party	Cost Estimate	Funding Source	Notes
P-09a	Construct New Elementary School "I" - in Canton Area			X			Cherokee County School System	\$12,000,000	Education SPLOST	Approved in 2007 SPLOST - Specific location and timing contingent on growth of school age population
P-09b	Construct New Elementary School "J" in Canton Area				X		Cherokee County School System	\$12,000,000	Education SPLOST	Approved in 2007 SPLOST - Specific location and timing contingent on growth of school age population
P-10	Create Canton Place CID (Community Improvement District)	X					Community Development	\$25,000	City General Fund	Completed in early 2009
	Create Additional CIDs				X		Community Development	\$25,000	City General Fund	
P-13	Establish a City Recreation & Leisure Services Dept.			X			City Manager	N/C	City General Fund	To be accomplished by existing City personnel to accomplish specific tasks related to parks and recreation
P-18	Upgrade and Expand Existing Wastewater Treatment Plant	X	X	X	X	X	City of Canton	\$20,000,000	City Water & Sewer Fund	
P-19	Complete Construction of Hickory Log Reservoir	X	X				City & Cobb/Marietta Water & Sewer	\$30,000,000	Bonds, Water Fund & User Fees	
P-20	Monitor Solid Waste and Recycling Needs	X	X	X	X	X	City of Canton	\$2,500	User Fees	
P-47	Develop City-wide Master Plan for Parks and Recreation				X		Recreation & Leisure Services and Community Development	\$80,000	City General Fund	
	Golf Course	X	X	X	X	X	Recreation & Leisure Services pays 50% and Developer pays 50% of Total Costs	Leisure Services: \$3,000,000 / Developers: \$3,000,000	City Impact Fees and Developer Funds	50%/50% Match between Canton Recreation & Leisure Services and Developer of Total Cost (\$6,000,000)
	Boling Park On-going Improvements	X	X	X	X	X	Recreation & Leisure Services	\$700,000	City Impact Fees	

Plan Element	Project Description	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	Responsible Party	Cost Estimate	Funding Source	Notes
Land Use										
P-12	Create & Codify a New Unified Code TND and TOD Zoning Classifications	X					Planning and Zoning	\$75,000	City General Fund	Provides reorganized zoning and development code with overlay districts, TND and TOD capabilities, and support for LCI, CID, IDD, and other tools to leverage local funding for desired infrastructure improvements
P-48	Update Growth Boundary Plan for the City	X	X	X	X	X	Community Development	N/C	City General Fund	To be accomplished through maintaining existing processes
Transportation										
P-22	Develop Priority List for Local Road, Bicycle & Pedestrian Improvements		X				Community Development	\$5,000	City General Fund	
P-23	Implement Local Road, Bicycle & Pedestrian Improvement Projects			X	X	X	Community Development	\$3,000,000	City General Fund, Grants and Fees	Use local money to match State & Federal grants and coordinate with County
	Heard Road Extension / Bluffs Parkway		X				City of Canton	\$1,500,000	City Impact Fees	Total: \$1,500,000 / Assumes \$1,500,000 from impact fees
	Design and Construct Canton Place Parkway	X	X				City of Canton	\$14,000,000	City Impact Fees, Grants, CID and SPLOST	Total: \$14 Million / Assumes \$9 Million from developer, \$1 Million from CID, \$2 Million from Grants and \$2 Million from SPLOST
	Business Hwy. 5 Road Improvements	X	X	X	X	X	City of Canton	\$10,000,000	City Impact Fees	
	Intersection Upgrades		X				City of Canton	\$6,500,000	City Impact Fees and Grants	60% City Impact Fees
	Hickory Flat Road/Marietta Road Intersection	X	X	X	X		City of Canton	\$524,000	City Impact Fees and Grants	20% City Impact Fees
	SR Business 5 Intersection	X	X				City of Canton	\$915,000	City Impact Fees and Grants	20% City Impact Fees
	Marietta Road	X	X	X	X		City of Canton	\$1,540,000	City Impact Fees and Grants	20% City Impact Fees

Plan Element	Project Description	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	Responsible Party	Cost Estimate	Funding Source	Notes
	Hickory Flat Road	X	X				City of Canton	\$1,242,000	City Impact Fees and Grants	20% City Impact Fees
	Waleska Street	X	X				City of Canton	\$1,549,000	City Impact Fees and Grants	20% City Impact Fees
	Main Street Corridor	X	X	X			City of Canton	\$1,270,000	City Impact Fees and Grants	20% City Impact Fees
	Reservoir Drive						City of Canton	\$1,000,000	City Impact Fees	\$1,000,000 Encumbered