

Enhancing Historic Downtown Canton

Preservation, entrepreneurship, arts and culture, and community-centric activities are cornerstones of economic development within Downtown Canton. Benefiting the entire City, downtown redevelopment creates jobs, attracts investment, increases property values, and generates tourism.

Measurable Goals:

- Increase downtown residential unit count
- Increase business licenses
- Increase jobs
- Reduce vacancies
- Increase sidewalk connectivity
- Increase hours of commercial activity
- Increase loan applications
- Increase HPC applications
- Increase façade grants
- Reduce code violations
- Increase event activities
- Increase arts offerings
- Increase murals
- Increase greenspace
- Increase media production permits
- Increase annual investment
- Expand downtown footprint

Major Partners:

- Residents
- City Officials & Staff
- Canton Main Street
- Canton DDA
- Downtown Merchants
- Property Owners
- Developers
- Banks
- Georgia DCA
- Georgia Cities Foundation
- Georgia Council for Arts
- Fox Theatre Institute
- CCHS
- Cherokee Co. Arts
- Cherokee Co. Chamber

How We Will Get There

- Improve development codes to reflect recommendations by the Thomas P. Miller Housing Study and other sources for enhancing thoughtful development
- Rezone properties as necessary in accordance with the Housing Study
- Develop a tax allocation district to prioritize areas for redevelopment
- Improve downtown parking
- Strengthen downtown boards and commissions
- Develop small business workshops
- Market incentive programs including the Downtown Development Revolving Loan Fund and façade grants
- Increase communication between downtown business community
- Review all City parcels for possible redevelopment projects
- Incentivize residential growth according to the Housing Study
- Establish marketing plan for downtown Canton
- Creation of an arts fund for public art projects
- Increase collaboration between local organizations to boost tourism
- Simplify the business licensing process
- Partner with Cherokee Co. Chamber of Commerce to provide free membership and a ribbon cutting for all new downtown Canton businesses
- Increase efficiencies in media production projects by restructuring existing staff to streamline film services
- Improve downtown wayfinding signage
- Build downtown public restrooms
- Increase access to electric vehicle charging stations
- Remove overhead utilities
- Increase sidewalk capacity for outdoor dining and pedestrian flow
- Build connectivity between the historic downtown loop and The Mill on Etowah and Sunnyside
- Evaluate traffic solutions for downtown, including East Main and North Street traffic flows
- Create better connectivity between existing downtown and The Mill on Etowah and Etowah River Trail System
- Consider ordinances related to specific ground-floor uses within downtown

Specific Projects Underway

- Marietta Road Community Initiative/Sunnyside Area Plan
- Railroad Street Mural Project
- New Diversity & Inclusion Task Force
- New City Website
- Thomas P. Miller Housing Study
- Wastewater Treatment Plant Expansion
- Public Parks WiFi Program
- Georgia Tourism Product Development Study

Materials/Supporting Documents:

- Rivermill LCI
- Canton 2040 Plan
- City of Canton Housing Study
- Central City Plan
- Historic Preservation Commission (HPC) Guidelines