

Council for Quality Growth

May 2021 Update



CANTON

Presentation Outline

- Canton Roadmap for Success
- Thomas P. Miller Housing Needs Assessment
- Streamlined Development Processes
- Infrastructural Updates
- Unique Projects



What is the Roadmap for Success?

- Community-based strategic plan for the next 15 years
- Encompasses “tenet” statements for visioning
- An achievable, digestible, transparent, and simplified Comprehensive Plan



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Citizens

Council

Partners

Staff

The Team Approach to Roadmap Success

- Constant Social Listening
- Consistent Updates
- Routine Council Engagement
- Partnership Opportunities
- Incremental Expectancy
- Always moving forward

ROADMAP FOR SUCCESS

Oct 2020

The City conducts social listening on a variety of topics. City Council retreat to adopt guiding tenets for success.

Dec 2020

Following public input, a special called work session, and feedback, City Council adopts the Roadmap for Success.

Feb 2021

The Mayor appoints special committees and Council begins mini-retreats based on topics for further discussion and direction.

Apr 2021

City Council conducts retreat to review goals, projects, and gather consensus on Roadmap objectives.

June 2021

City Council will begin budget meetings to identify priority projects and funding opportunities

**2020
2021**

Nov 2020

Staff prepares a draft Roadmap that includes goals, partnerships, current projects and essential documents.

Jan 2021

Staff begins monthly updates during public meetings on progress related to Roadmap goals.

Mar 2021

A new City website goes live, including an interactive Roadmap section. Monthly operations reports are provided by the Manager.

May 2021

Staff begins preparation of the budget based upon the Roadmap and its programs, projects, and priorities.

July 2021









Budget hearings will occur allowing public input on priorities and funding options. Final budget adoption and tax rates approved.

Planning to Moving Forward

- Citizen Feedback
- Council Wordsmithing
- Staff Drafts
- Public Review
- Adoption
- Routine Reporting
- Council policymaking
- Public Reporting
- Budgeting & Programming that checks the boxes
- Constant Revisions

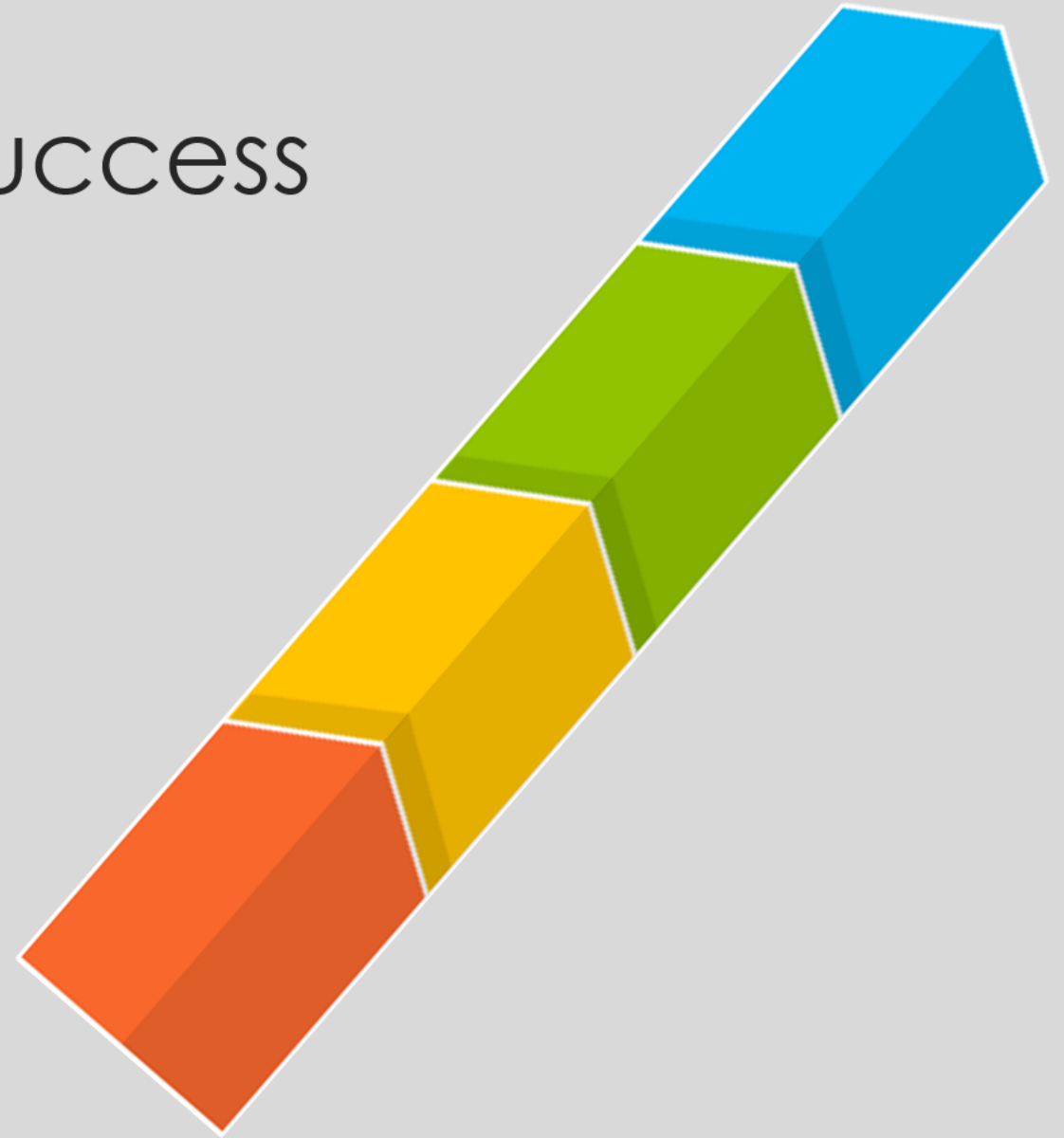
Why the Roadmap?

- Shortens the long-term plan
- Creates routine community input
- Used to satisfy local community, not outside parties
- Builds clarity goal setting and Council consensus
- Based on overarching tenets of success
- Gives staff opportunities for being a part of the success story
- Constant improvement
- Celebrates incremental progress

THE CANTON TENETS: Guiding Principles for Our Future	
Creating Great Neighborhoods	
	<i>Safe, attractive, connected, and inviting neighborhoods are the foundation of Canton's hometown appeal. All residents deserve quality housing that reflects our community character through thoughtful design and responsible development practices.</i>
Celebrating the Diversity of Our Community	
	<i>The diverse cultures and communities within Canton are vibrant and engaging. Economic, cultural, and social diversity is encouraged throughout the City.</i>
Advancing Regional Economic Success	
	<i>Utilizing existing business strengths in industry, healthcare, and an entrepreneurial spirit, Canton seeks to expand its economic footprint. Diverse and innovative business growth will support jobs, attract investment, and create tourism opportunities.</i>
Enhancing Historic Downtown Canton	
	<i>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.</i>
Sustaining Our Natural Environment	
	<i>Canton residents appreciate our natural beauty, proximity to the mountains, ample green spaces, and the Etowah River. Projects in the City will promote interaction with nature through sustainability, stewardship of resources, and innovative design.</i>
Connecting Citizens to Parks and Recreation	
	<i>A healthy community provides access to nature. Residents should be connected with local parks through trails, sidewalks, and additional transportation options. Recreational opportunities should be available to and inclusive for all.</i>
Improving Infrastructure for Future Demands	
	<i>Citizens, businesses, and visitors need access to the Canton infrastructural network to succeed in their goals. Transportation, power supply, gas availability, water and sewer, and digital connectivity are part of building a great network for success.</i>
Leading with Excellence	
	<i>City Council, Staff, and Citizen Boards will foster civic participation and serve ethically, transparently, responsibly, and efficiently.</i>

Canton's Tenets for Success

- Creating Great Neighborhoods
- Celebrating the Diversity of Our Community
- Advancing Regional Economic Success
- Enhancing Historic Downtown Canton
- Sustaining Our Natural Environment
- Connecting Citizens to Parks & Recreation
- Improving Infrastructure for Future Demands
- Leading with Excellence

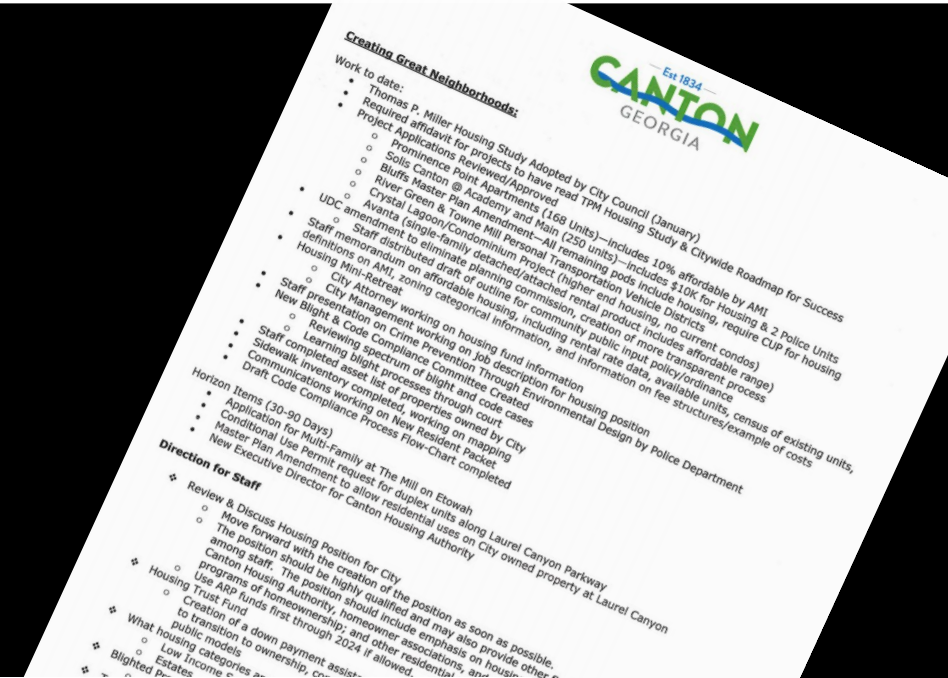
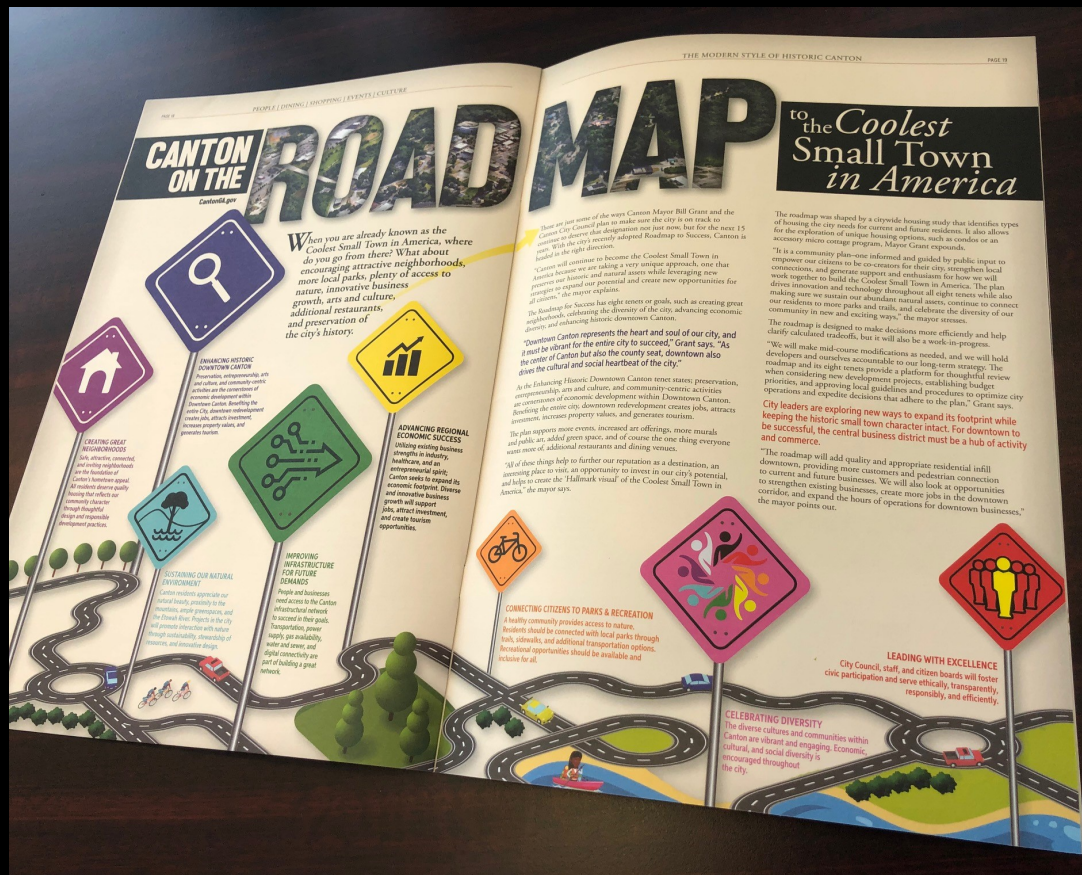


Evaluation & Measurement Tools

- Monthly Progress Reports on each tenet
- Annual Town Hall for each tenet to discuss work, plans, and added goals
- Employee Roadmaps that match the Citywide Roadmap as part of performance evaluations
- Reduction in one-off projects that do not match the Roadmap
- Tighter relationship with capital budget and special fund sources



Reporting & Monitoring Success



Celebrando la diversidad de nuestra comunidad

Las diversas culturas y comunidades dentro de Canton son vibrantes y encantadoras. Diversidad económica, culturales y sociales son bienvenidas.

Metas que se pueden medir:

- Mejorar los caminos de comunicación
- Incrementar la diversidad en los cargos electos y los comités
- Aumentar los negocios que son propiedad de minorías
- Adherir programas recreacionales que son inclusivos de todas las culturas
- Reducir las infracciones de código al cambiar los códigos de zonificación
- Incrementar la participación pública en las reuniones y en los eventos
- Incrementar el tiempo en que cuentas de utilidades están abiertas bajo clientes de inglés como segundo idioma

Como vamos a llegar

- Crear un grupo operativo de diversidad e inclusión
- Crear un programa CANTEEN para líderes jóvenes
- Reunirnos y trabajar con grupos religiosos
- Tener eventos informativos con residentes en la comunidad
- Asistir negocios propiedades de minorías tener acceso al mercado regional
- Tener celebraciones culturales y reconocer los días importantes
- Proveer acceso a documentos en múltiples idiomas
- Utilizar los medios de comunicación para llegar a las diversas comunidades
- Desarrollar un modo para atraer candidatos de empleo diverso
- Mejorar las opciones recreacionales para que iguale con la cultura de los residentes
- Explorar asociaciones para mejorar el crecimiento comunitario
- Celebrar las culturas a través del arte, la comida, y la música
- Desarrollar conectividad a los parques
- Mejorar la infraestructura comunicatoria, incluyendo la desmanación de información a través de negocios propiedades de minorías y organizaciones sin fines de lucro
- Utilizar zonas de superposición para acomodar necesidades específicas
- Promover el espíritu emprendedor en diversas poblaciones
- Crear una ordenanza de no discriminación
- Promover la diversidad e inclusión a través de marketing en las comunidades
- Crear un boletín de Bienvenidos y un plan de distribución
- Celebrar meses de diversidad
- Crear una posición de coordinador de diversidad e inclusión dentro de la ciudad
- Promover ayuda de salud médica y servicios sociales en áreas de bajos

Benefits by Group

Citizens—understand local priorities and how they influence growth


Elected Officials—narrows focus on core mission; eliminates squeaky wheels; provides tangible progress in a transparent manner

Private Developers—required to read and self-report under application processes; eliminates guesswork on suitability

Staff—individual employee roadmaps match the larger mission; ability to focus on priorities and seek efficiencies

Budgets—better identifies long-term funding practices; places projects into best fit funding categories





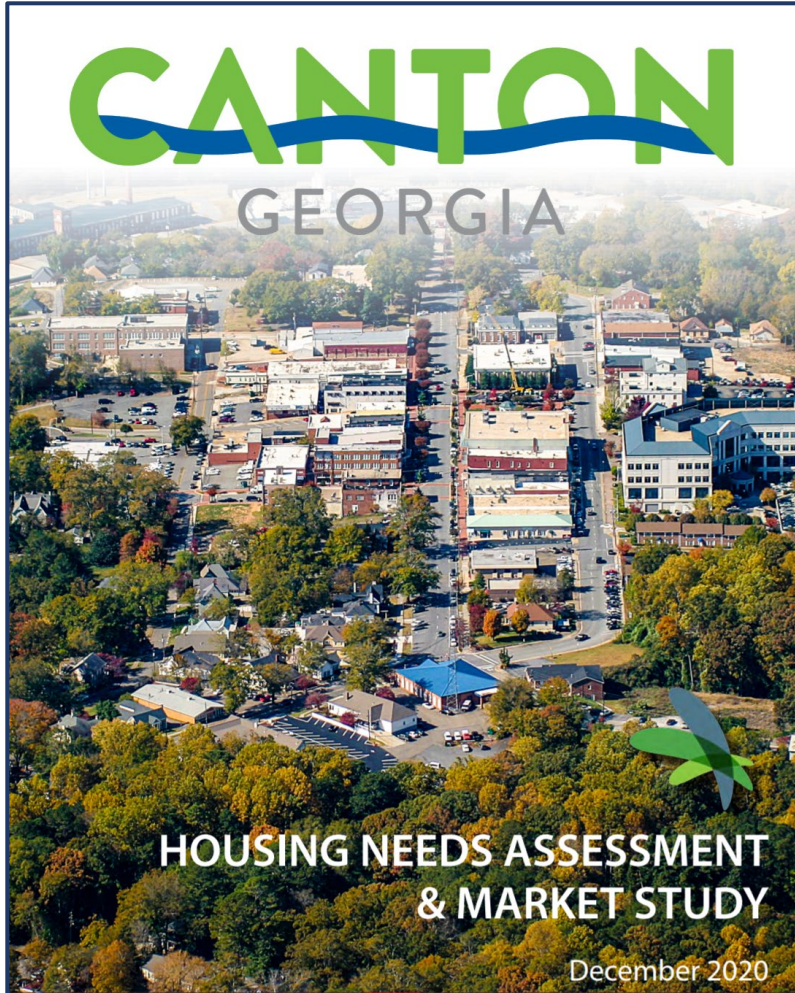
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CANTON

GEORGIA

ROADMAP for Success Available [HERE](#)

Thomas P. Miller Housing Needs Assessment



- Launched in Spring 2020 to provide residential needs analysis for Canton, including product type, pricing, projections and locations
- Completed in November 2020
- Adopted by City Council in January 2021
- Now required reading for public hearing applicants
- Available [HERE](#)



Highlights of the Study

- New unit needs by 2024: **1,518 (about 300 units annually)**
- New unit needs 2025-2029: **1,672 (about 330 units annually)**
- Identified 5 Key Locations for Housing Development
 - Marietta Road Corridor/Sunnyside
 - Canton Marketplace/Northside
 - Former NHC Site
 - Riverstone/Bluffs
 - Downtown Canton
 - Each location includes potential market audience, type, and price-points



Quick Facts

- 2020 Calendar Year
 - 440 New SF Residential Permits
- 2021 Calendar Year (01-04)
 - 144 New SFD Residential Permits
 - 18 New SFA Residential Permits

Average WPCP Flows

Jan-April 2020: 3.23MGD

Jan-April 2021: 3.62MGD



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Sunnyside (example)

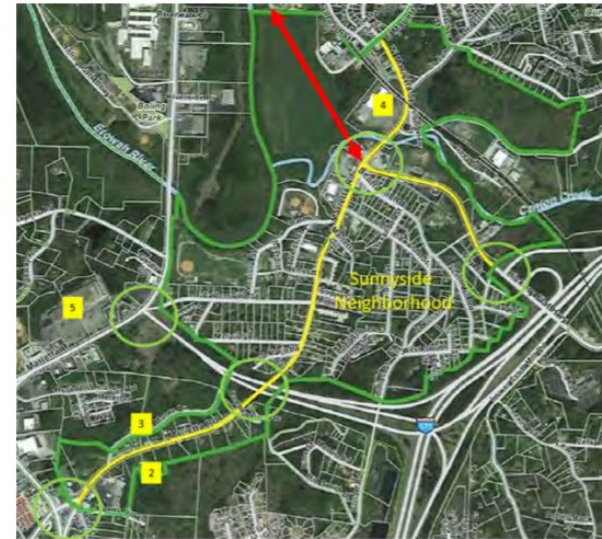
- Currently involved in Georgia Placemaking Collaborative Study
- Recently approved for LISC/Atlanta United Mini-Pitch Soccer Grant
- Ongoing CDBG Projects for Recreation/Pedestrian Improvements
- Qualified Census Tract
- Heavy Latino Diversity
- Potential TAD

THE SUNNYSIDE NEIGHBORHOOD [SAME AS #1, #4, #5]

The Sunnyside Neighborhood is located between the southern portion of Downtown Canton and northeast of the Highway-140 and I-575 interchange. This neighborhood has significant potential due to proximity to downtown Canton and Boiling park, though it has older homes that could be incorporated into a residential rehabilitation program. In addition to residential rehabilitation in the core of the neighborhood, there is opportunities to re-in force the neighborhoods outer edges with development of new market rate apartments. Two steps are critical to new development and redevelopment on at this site. The City of Canton may work with local partners such as the Canton Housing Authority or other non-profit developers to promote housing rehabilitation programs for the Sunny Side neighborhood's core. Objectives of this program would be to provide funding for residential repairs, improvements, and modernization of existing units to benefit the neighborhoods current residents without promoting gentrification. If this program is successful, areas surrounding the Sunnyside neighborhood could be more attractive for new development such as apartment complexes.

Development of apartments and redevelopment of single-family homes in the Sunnyside Neighborhood area could appeal to the following consumer tapestry segments (for more information on the following tapestry segments see Appendix A):

- **Up and Coming Families** – Younger and more mobile residents just starting their family and they are one of the fastest-growing markets in America.
- **Front Porches** – Young families that are still starting out and tend to live in older homes, duplexes, or townhomes.
- **Hardscrabble Road** – More established families and single parents in urban cores, typically in older homes.



The figure above demonstrates areas on the outer edges of the Sunnyside neighborhood that could support new apartment complex development. These are marked sites 2, 3, and 4. These three locations could promote a total of 580 new apartment units and each site could include complexes with 140-160 units. These apartment complexes could be mixed income and include both market rate and affordable (workforce) units. This would align with the existing conditions in and around the Sunnyside neighborhood and could cater to a diverse range of residents with a variety of income levels. In addition to the neighborhood revitalization program, a second possible step to promote development in this area may be an overlay district. This would help focus and define the types of development that would be acceptable by the city's standard in this area and ensure new projects include mixed income development to address some of the local affordability challenges.

Streamlined Development Process

- Elimination of the Planning Commission (April 2020)
- Same Timeframe (90 days)
- Reduced Public Hearings
- Increased Public Comment Opportunities
- Adds transparency for negotiation



First Trimester

- Applications due first business day of the month
- Staff review of application for completeness
- Development Review Team (DRT) scheduled
- Public acknowledgement of applications the second Council meeting of that month
- Start of public awareness campaign:
 - Required public input meeting (1,000-feet)
 - Signage placed
 - Advertising of hearing (as prescribed by law)
 - Comments@cantonga.gov



Second Trimester

- Complete application packet listed under “Informational Items” for Council work session (1st Thursday, 2nd Month)
- Continued receipt of public comments
- Completion of developer-led public input meeting(s)
- Staff technical presentation under “New Business” at Council meeting (3rd Thursday, 2nd Month)—staff receives Council questions
- Council and developer may meet between meeting above and Public Hearing to discuss the project (meetings required to include staff and minutes recorded)

Third Trimester

- Public Hearing before City Council (1st Meeting, Third Month)
- Staff coordinates comments, questions, and receives answers from developer post Public Hearing
- Council considers case for vote (2nd Meeting, Third Month)
- Approved cases added to the City's Website to include zoning ordinance, minutes of case, documentation from case, staff project updates until project completion

Infrastructural Updates

- Water Pollution Control Plant Expansion
 - \$65M project broke ground February 2021
 - 4MGD to 6MGD (perhaps 7MGD)
 - Biologicals ready mid-2023
 - Final completion 4Q 2024
- SR 140 Capacity Engineering Projects
 - SR 140 (North from Riverstone to Mary Lane)—design funding approved
 - SR 140 at Reinhardt College Parkway—design, utility relocation, construction funding approved
- SR20 East



Canton's Etowah River Trail System

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Etowah River Trail

City of Canton | Cherokee County, Georgia



ATKINS
January 2020

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Unique Projects

(for Canton)

- Jones Building RFQ
- Mill on Etowah
- Solis Canton
- Crystal Lagoon
- Avanta/Chapman SFA/SFD
- CHA RAD Conversion
- New Cherokee HS
- Film Projects



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