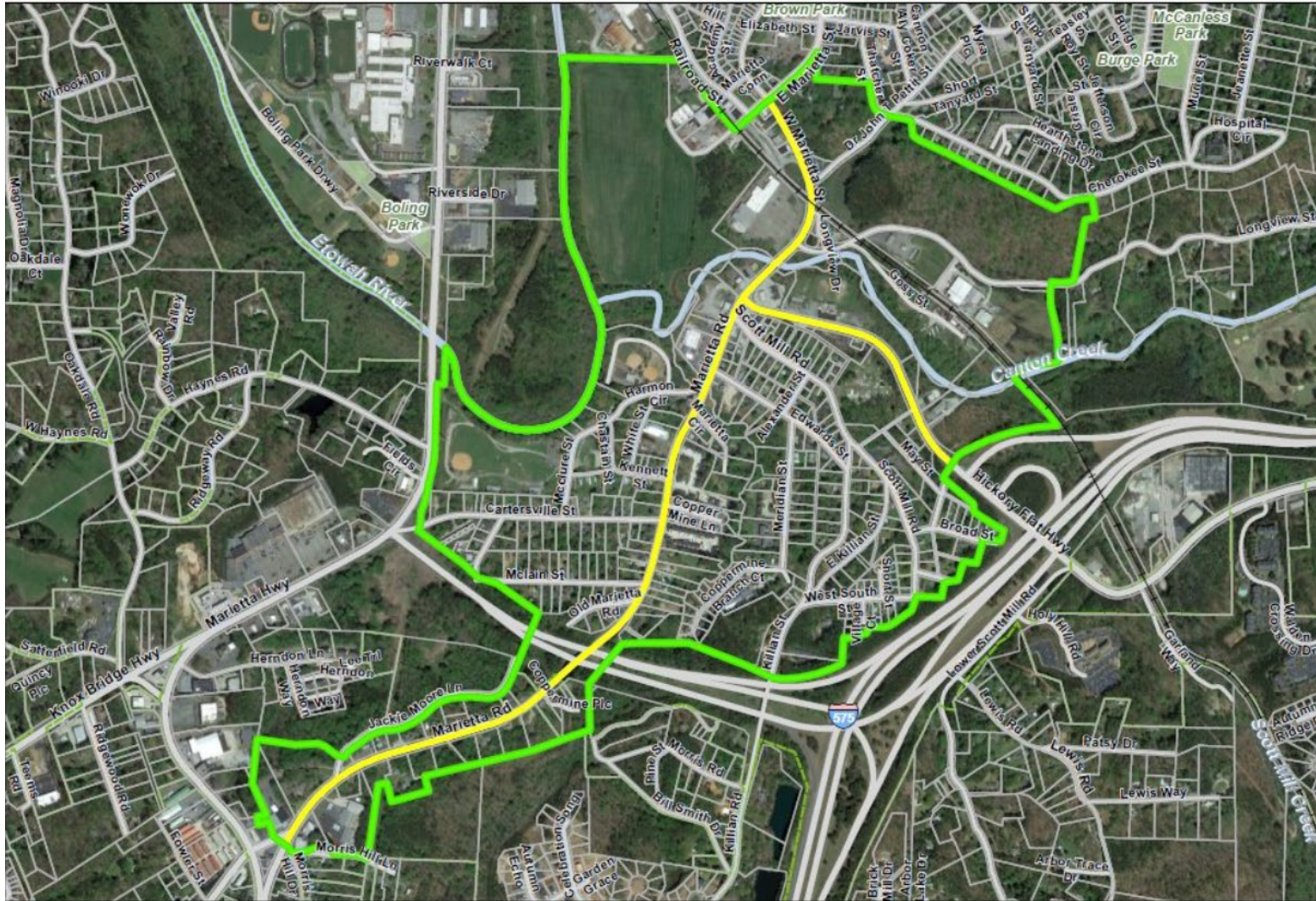




The City of Canton's Roadmap for Success

Moving Sunnyside Forward

CANTON



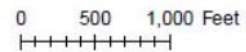
**Marietta Road
Community Initiative Boundary**



Boundary



Corridor



2/21/2019

Creating Great Neighborhoods

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.

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Creating Great Neighborhoods

Helping Sunnyside with this Tenet:

- Housing Needs Assessment
- Require Developers to Self-Rate on Assessment & Roadmap
- Improve & Expand Public Housing
- Attract Innovative Product
- Celebrate Neighborhoods
- Review & Improve Code Compliance Practices
- Make Affordable Housing Possible





Creating Great Neighborhoods

- Establish an Office of Housing & Residential Services (\$300K—ARPA)
- Establish a Canton Housing Trust Fund
 - Home Improvement/Blight Remediation (\$500K—ARPA)
 - First Time Home Buyer Assistance (\$500K—ARPA)
 - Acquisition Fund (\$500K—ARPA)
 - RAD Conversion Assistance to Canton Housing Authority (\$570K—ARPA)
- Placemaking Improvements to Older Neighborhoods (\$2.5M—TAD)



Celebrating the Diversity of Our Community

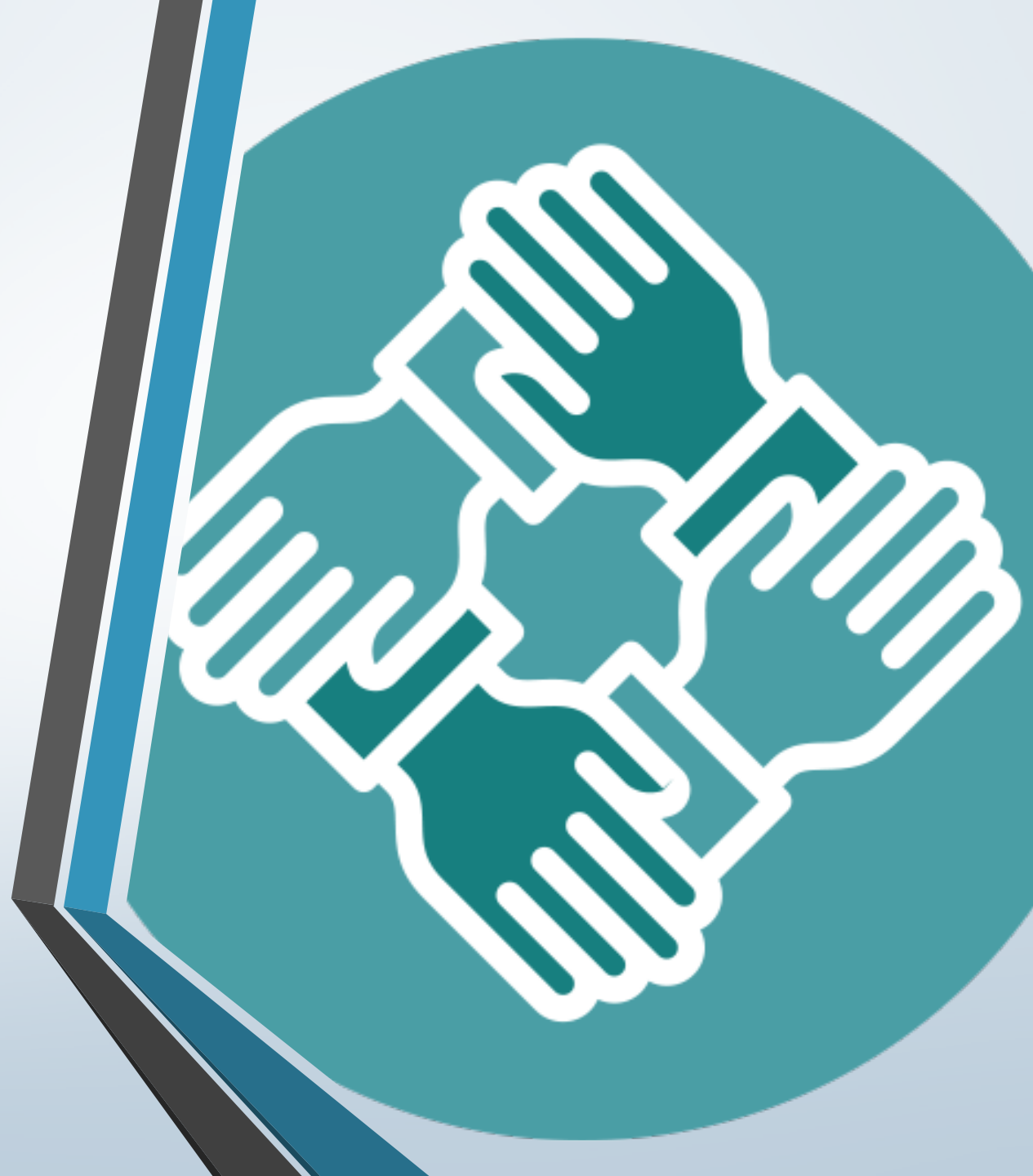
The diverse cultures and communities within Canton are vibrant and engaging. Economic, cultural, and social diversity is encouraged throughout the City.

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Celebrating the Diversity of Our Community

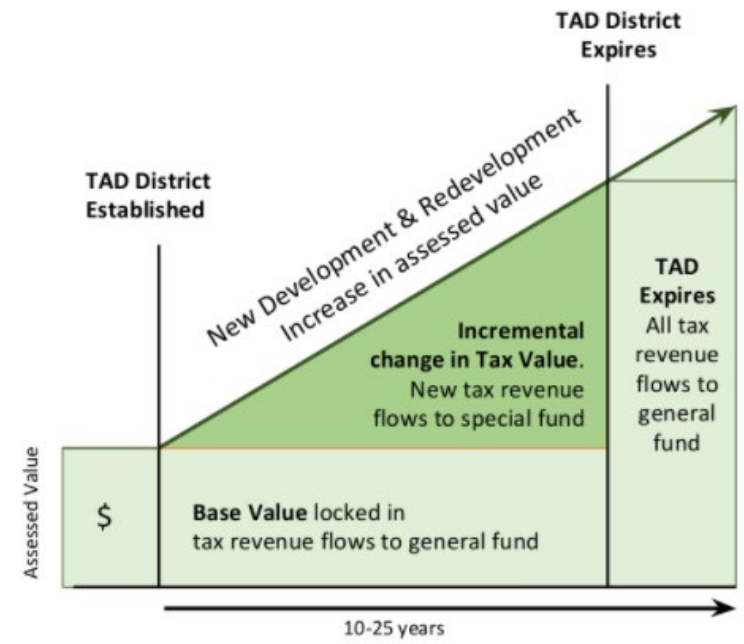
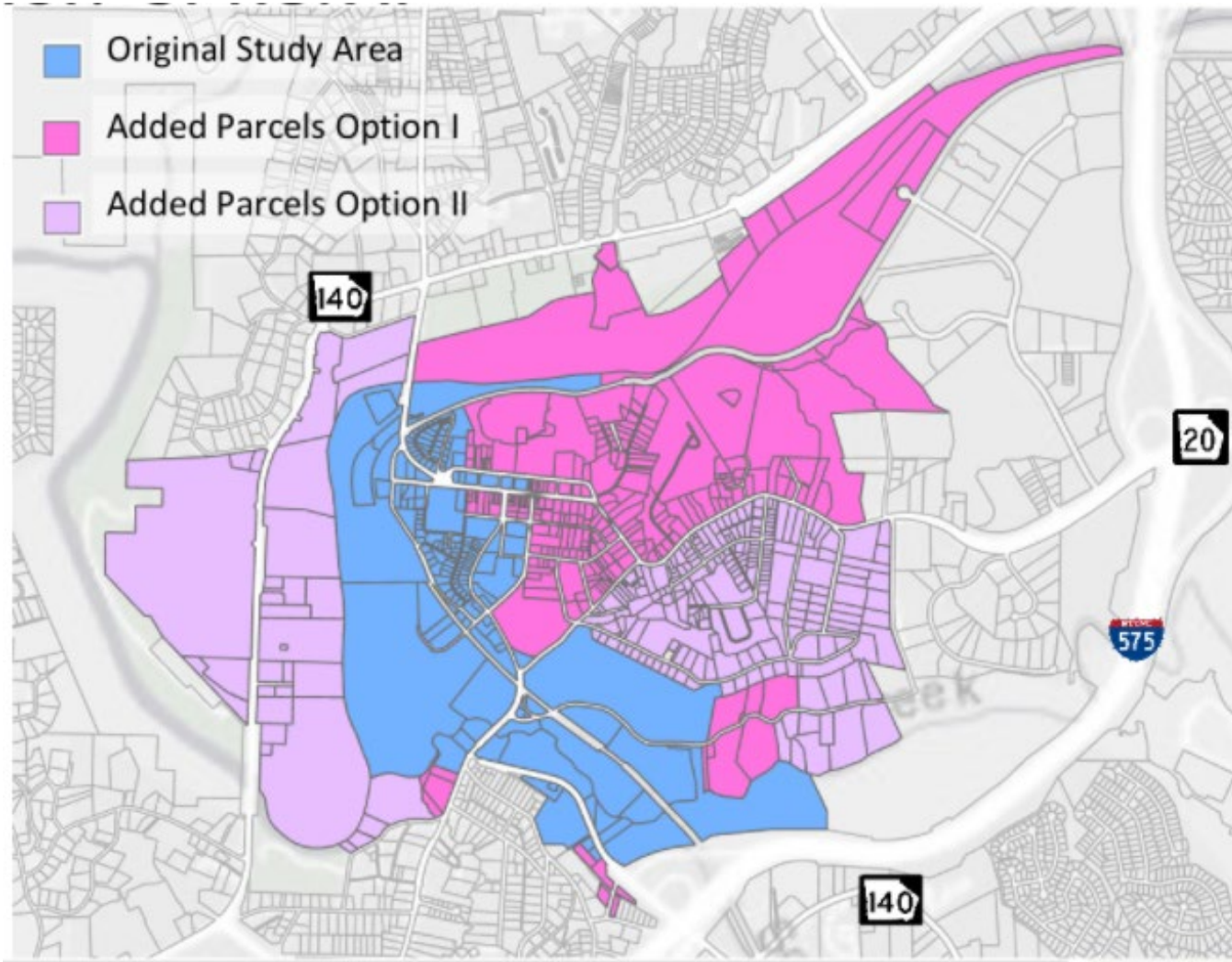
Helping Sunnyside with this Tenet:

- Creation of Diversity & Inclusion Task Force
- Creation of CanTeen
- Develop Programming & Resources for Minority Populations
- Enhance Non-English Services
- Celebrate Cultural Differences
- Plan Diverse Events



Celebrating the Diversity of Our Community

- Sunnyside & Exit 16 Community Improvements
 - Wayfinding Signage (\$250K—TAD)
 - Pedestrian Improvements & Trail Connections (\$1.5M—TAD/CDBG)
 - Replace Canton Creek Bridge (\$2.9M—TAD & Impact Fees)
- Translation & Community Outreach Services (\$300K—ARPA)
- Minority Business Assistance Programs (\$70K—ARPA)
- Culturally Impactful Events & Programming (\$90K—ARPA and Hotel Tax)
- Hispanic Heritage Month (September 15)



FESTIVAL MULTICULTURAL

SABADO

4
DE
SEPTEMBRE

ETOWAH
RIVER PARK

10 am-4pm



Música en Vivo

Degustaciones de Comida

Torneo de Futbol



Te Invitan:



A group of three women are shown in a shopping setting. The woman on the left is holding up a smartphone to take a selfie. The woman in the middle is holding a large white shopping bag with a polka-dot pattern. The woman on the right is also holding a similar shopping bag. They are all smiling and appear to be enjoying their shopping trip. The background is a brick wall and a street lamp.

Advancing Regional Economic Success

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.

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Advancing Regional Economic Success

Helping Sunnyside with this Tenet:

- Creation of Economic Development Position with Tourism Impact
- Celebrate Small Business Investments
- Invest in Small Business Assistance



Advancing Regional Economic Success

- New Business Assistance Programming Partnership with Cherokee Co. Chamber of Commerce (\$210K—ARPA)
- New Partnership with Cherokee Office of Economic Development (\$210K—ARPA)
- Establish an Office of Economic Development & Tourism (\$300K—ARPA)
- Citywide Marketing & Outreach (\$250K—ARPA)
- Small Business Support Programs (\$100K—ARPA)
- Investment in Cultural Arts (\$300K—ARPA, Hotel Tax, Rental Car Tax)
- Small Business Innovation & Expansion Grants (\$100K—ARPA)
- Property Acquisition for future Economic Development

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.

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Enhancing Historic Downtown Canton

Helping Sunnyside with this Tenet:

- Encourage Downtown Residential
- Create a TAD for Downtown/Exit 16
- Increase Pedestrian Access
- Creation of Cultural Arts Commission & Additional Public Arts Efforts
- Utilize DDA for Redevelopment Efforts



Enhancing Historic Downtown Canton

- Improve Downtown Infrastructure
 - Eliminate Overhead Utilities (\$3M—TAD)
 - Matching Grants for Utilities/Facades (\$150K—TAD)
 - Downtown Traffic & Pedestrian Study (\$150K—TAD)
 - Downtown Traffic, Parking & Pedestrian Improvements (\$2M—TAD)
- Archer Street Parking Deck & Solar Project (\$2.5M—SPLOST)
- TAD Consulting Services (\$40K—ARPA)
- Canton Theatre Upgrades (\$160K—ARPA)
- Main Street Economic Development Programming (\$160K—ARPA, Hotel Tax, Rental Car Tax)
- Downtown Staffing for Safety & Beautification (\$400K—Hotel Tax, Rental Car Tax, General Fund)



Sustaining Our Natural Environment

Canton residents appreciate our natural beauty, proximity to the mountains, ample greenspaces, and the Etowah River. Projects in the City will promote interaction with nature through sustainability, stewardship of resources, and innovative design.

Sustaining Our Natural Environment

Helping Sunnyside with this Tenet:

- Study Native Landscape along Hickory Log Creek and Etowah River
- Invest in Alternative Fuel Fleet
- Encourage Solar Infrastructure
- Create a Sustainability Commission
- Look to Automated Metering
- Implement Efficiencies In Resource Treatment Operations



Sustaining Our Natural Environment

- Fleet Conversion & Inclusion of Electric Vehicles
- Water Treatment Plant Improvements (\$1.3M—Water System)
- Natural Resources Study & Programming for Etowah River (\$75K—Water System)
- Contract for Certified Arborist & Native Landscape Assistance (\$75K—General Fund)
- Public Facility Improvements (\$1.5M—ARPA)
- Automated Meter Reading Implementation (\$3M—Water System)





Connecting Citizens to Parks & Recreation

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.

Connecting Citizens to Parks and Recreation

Helping Sunnyside with this Tenet:

- Continue Park Connections by Trails Along the Etowah River
- Look for New Recreation Amenities
- Citywide Sidewalk & Trail Plan
- Citywide Recreation Masterplan
- Enhance Parks with Accessible Equipment



Connecting Citizens to Parks & Recreation

- Outdoor Plyometric Fitness Gym at Heritage Park (\$150K—Impact Fees)
- Harmon Park Improvements
 - CDBG Upgrades (\$140K—CDBG & SPLOST)
 - Mini-Pitch Field (\$125K—Grant, Donations & SPLOST)
 - Overall Park Expansion (\$1.25M—Impact Fees & SPLOST)
- Additional Parks & Recreation Asset Acquisition
- Riverstone Pedestrian Improvements (\$2M—Special District)
- Boling Park Tennis & Basketball Upgrades (\$100K—SPLOST)
- Etowah River Trail Heritage to Boling Connector & Sewer Upgrade (\$8M—Water System)
- Playground Upgrades, Added Accessible Equipment (\$300K—SPLOST)
- Parks & Recreation Masterplan (\$200K—Impact Fees)



Harmon Park
Concept Plan



Improving Infrastructure for Future Demands

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.

Improving Infrastructure for Future Demands

Helping Sunnyside with this Tenet:

- Expand Sewer Treatment Capacity to 7 MGD & Improve Technology
- Citywide Transportation Plan
- Improve Water Capacity & Connections
- Increase Neighborhood Transportation Options



Improving Infrastructure for Future Demands

- Water Pollution Control Plant Expansion to 7MGD (\$70M—Water System/Bonds)
- City Transportation Plan (\$250K—Impact Fees)
- Right of Way Acquisitions
- Paving Maintenance Program for City Streets (\$3M—SPLOST & LMIG)

Leading with Excellence

City Council, Staff, and Citizen Boards will foster civic participation and serve ethically, transparently, responsibly, and efficiently.

Leading with Excellence

Helping Sunnyside with this Tenet:

- Budget to the Roadmap
- Encourage Citizen Participation
- Improve Transparency in Development Process
- Revamp Charter & Ordinances
- Increase Access to Public Meetings
- Retain Excellence in Staffing
- Assure Everyone has a Seat at the Table



Leading with Excellence

- Local Government Internship Program (\$75K—ARPA)
- Town Hall Meetings & Community Outreach (\$40K—General Fund)
- Training & Leadership Development Programs (\$32K—General Fund)

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