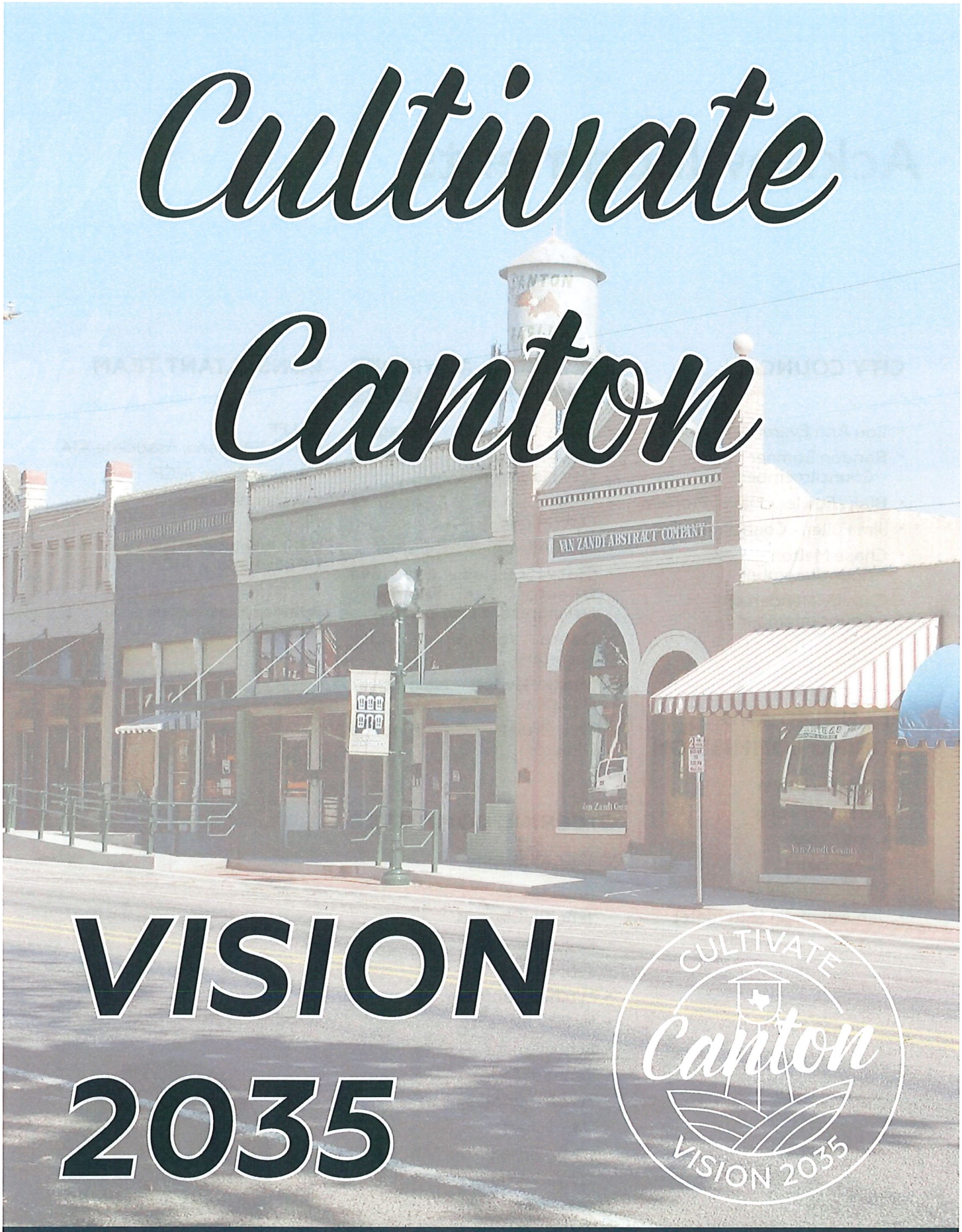
Cultivate Canton



VISION 2035

CULTIVATE Canton VISION 2035

COMMUNITY VISION | BIG IDEAS | GROWTH FRAMEWORK

Acknowledgments

CITY COUNCIL

- Lou Ann Everett - Mayor
- Randon Sumner - Councilmember
- Blake Fowler - Mayor Pro Tem
- Jim Fuller - Councilmember
- Chase Melton - Councilmember
- Cassidy Henderson - Councilmember

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- Betsey McCarty
- Chris Peace
- Jerry Martin
- Vicki Chambless
- Jan Adamson (Alternate)

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- Steve Ruppenthal - Assistant City Manager
- Peter Lamont - Director of Operations
- Brad Allison - Police Chief
- Stacy Crossley - Executive Director for Economic Development Corporation
- Debra Johnson - City Secretary
- Shelly Newton - Main Street Director
- Teri Pruitt - City Finance Director

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- Jennifer Clayton
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- Mitchell Kaufman
- Betsey McCarty
- Scott Perkins
- Kenneth Pruitt
- Teresa Sanders
- Dan Scharf
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- Josh Wilkerson

CONSULTANT TEAM

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- Brennan Kane, Associate AIA
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- Aspen Wilkins

URBEX Solutions
- Felix Landry, AICP

BrXnded Experiences
- Lacey Arslan

ORDINANCE NO. 2023-27

AN ORDINANCE OF THE CITY OF CANTON, TEXAS, UPDATING THE 2004 COMPREHENSIVE PLAN FOR THE CITY OF CANTON'S, AND ANY AMENDMENTS THERETO, TO BECOME EFFECTIVE UPON ITS PASSAGE AND APPROVAL

WHEREAS, the City Council of the City of Canton retained a professional planning consultant to assist in the preparation of new Comprehensive Plan for the City to replace the 2004 plan and any amendments previously adopted by Council; and

WHEREAS, the consultant presented a draft of the Comprehensive Plan in a meeting with the Planning and Zoning Commission on September 11, 2023, and with the City Council on September 12, 2023; and

WHEREAS, the Planning and Zoning Commission and City Council reviewed and refined the Comprehensive Plan; and

WHEREAS, the Planning and Zoning Commission and City Council conducted public hearings held on September 11, 2023, and September 12, 2023, respectively, in which notice of the meetings was published in the newspaper, where major issues about the Comprehensive Plan were presented and all persons were given the opportunity to present verbal and written testimony; and

WHEREAS, the City Council considered this testimony and on September 12, 2023, the City Council approved the new Comprehensive Plan.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CANTON, TEXAS:

SECTION 1: That the Comprehensive Plan, which is attached hereto and incorporated herein for all purposes, is hereby adopted by the City Council as a guide and public policy.

SECTION 2: That this Ordinance is intended to constitute the Comprehensive Plan of the City of Canton, Texas, for all matters relating to long-range guidance relative to zoning decisions, land subdivision, thoroughfare construction and growth management;

SECTION 3: That it is hereby officially found and determined that the meeting at which this Ordinance is passed was properly noticed and open to the public as required by law.

SECTION 4: That this Ordinance shall become effective on and after its passage and approval.

PASSED AND APPROVED this the 12th day of September, 2023.

APPROVED:

Lou Ann Everett

Lou Ann Everett, Mayor

CITY OF CANTON, TEXAS

ATTEST:

Debra Johnson

Debra Johnson, City Secretary

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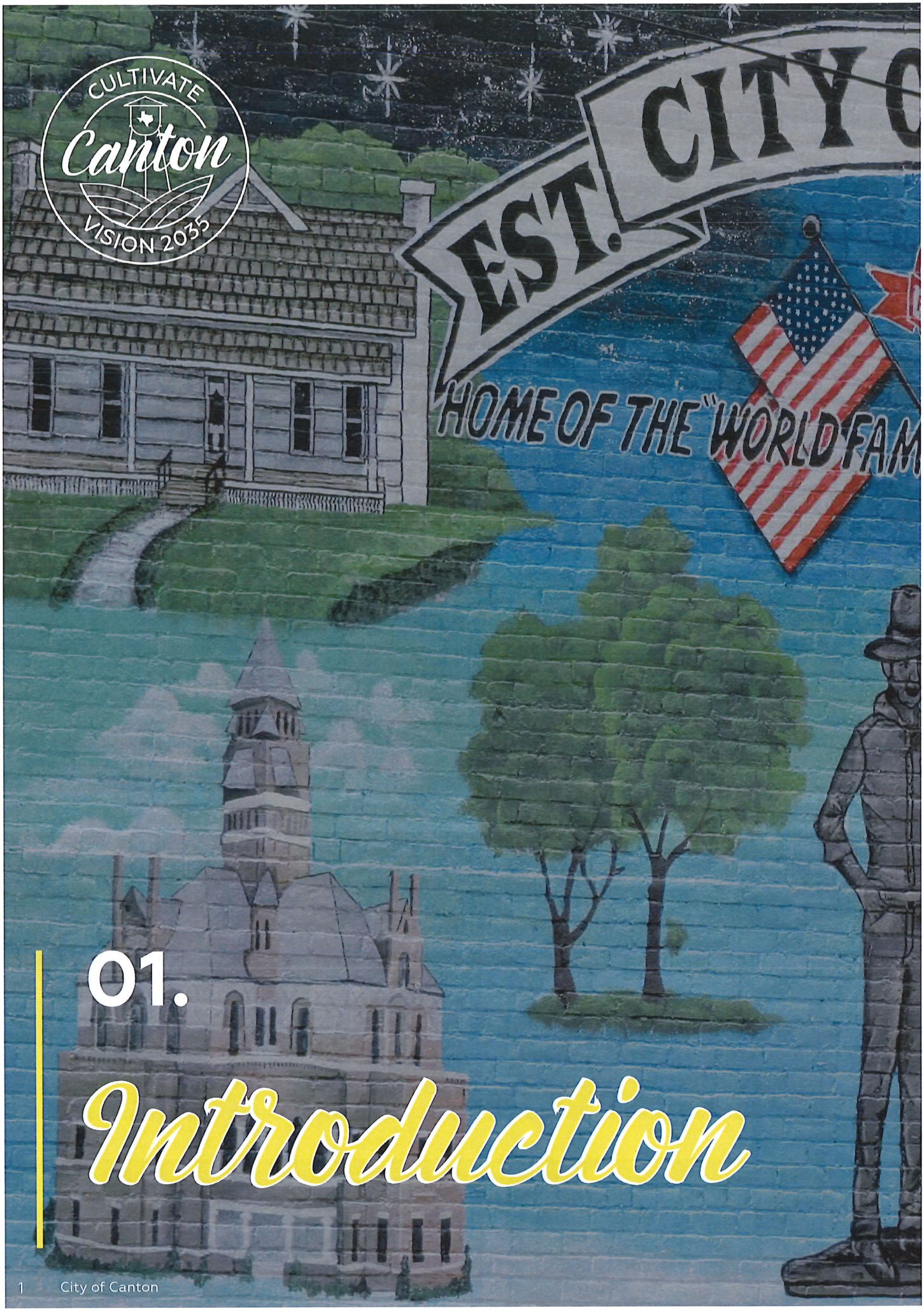
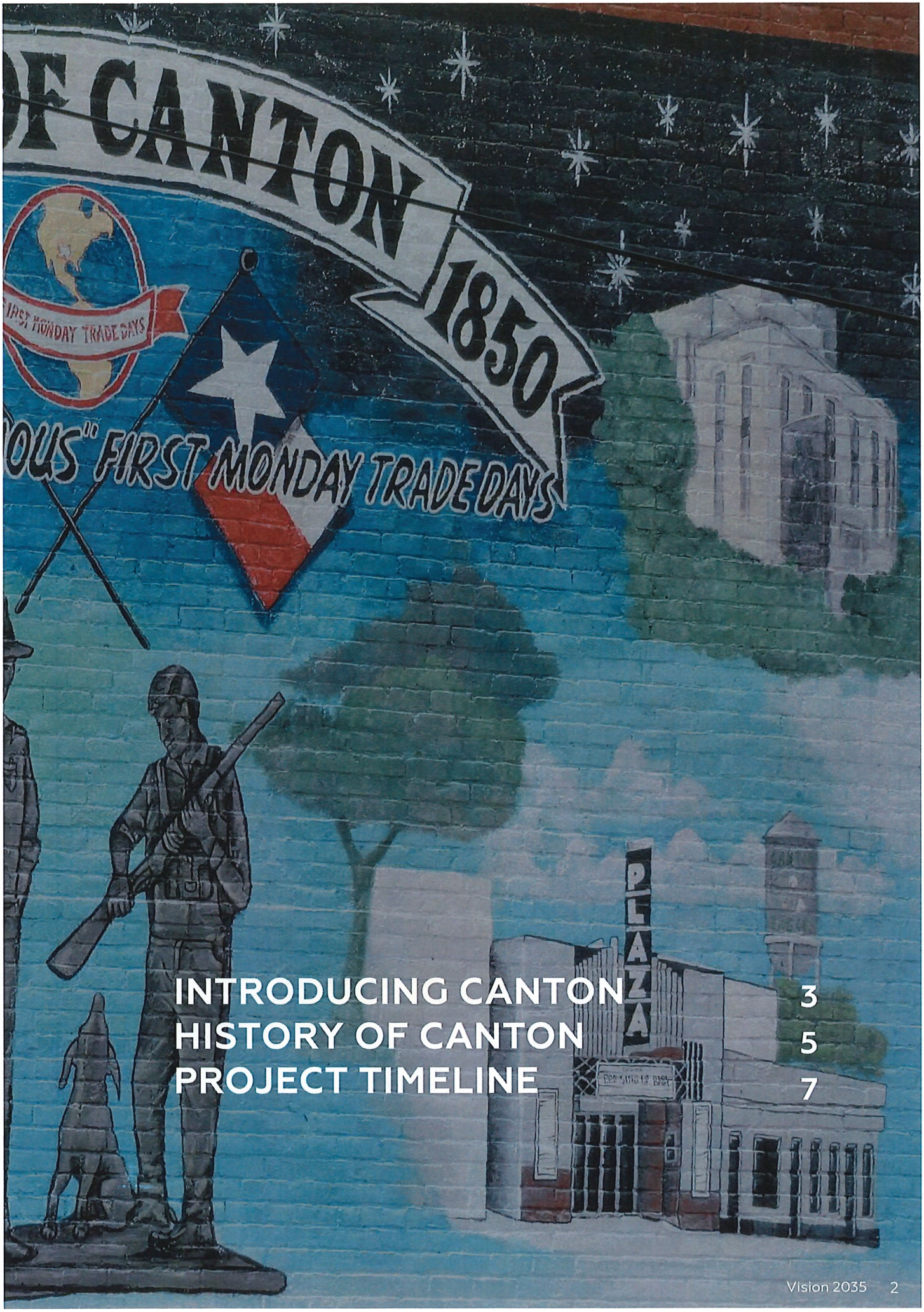


01. Introduction



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Introducing Canton

Canton, Texas is home to nearly 4,300 residents. Incorporated in 1919, the city continues to draw visitors from across the nation for its famous First Monday Trade Days monthly market. Canton is situated approximately an hour east of Downtown Dallas and 45 minutes west of Downtown Tyler, as shown in **Figure 1.1, Regional Context Map**. This distance keeps Canton from being absorbed into either metropolitan area or from being considered a suburb of any city. Despite the sizable population growth occurring throughout the Dallas-Fort Worth Metroplex and Tyler, Canton has maintained its steady population growth of approximately 18 percent over the last five years, with the largest increase between 2019 and 2020. Municipal limits include approximately 5.6 square miles while its Extraterritorial Jurisdiction (ETJ) includes approximately 15 square miles.

The **Cultivate Canton Vision Plan** is a long-range plan to guide policies, regulations, investments, and initiatives over the the next 10 years. This vision plan establishes the community's values through civic engagement, and provides the city with an implementation framework to support the needs of the community. Paramount to residents was maintaining Canton's small-town identity. To preserve its character, this plan will balance small-town feel and growth.

Community branding for special events and holidays is one way Canton's unique identity is reflected.

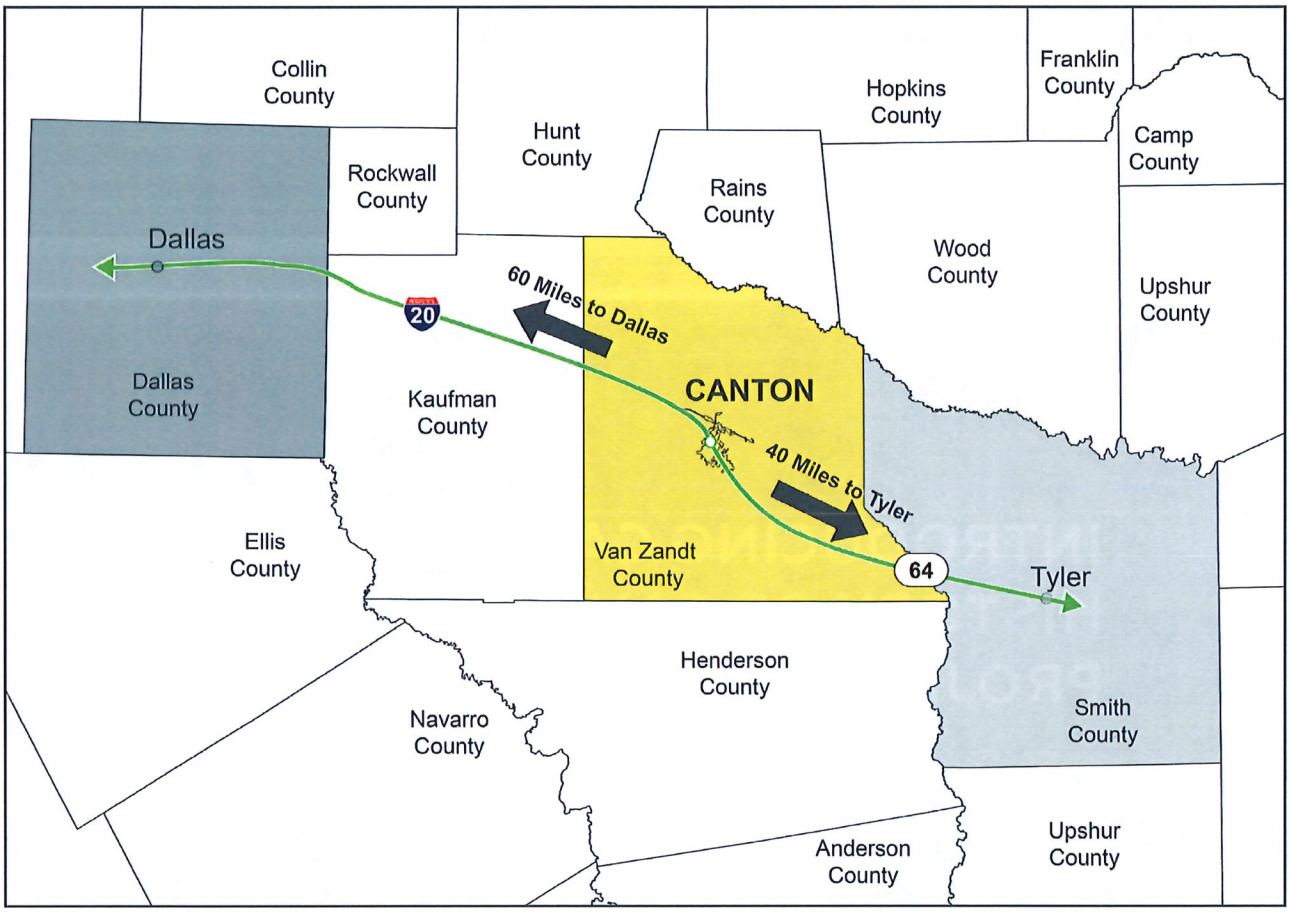


Figure 1.1: Regional Context Map

WHAT IS A VISION PLAN?

A vision plan is a community-aligned blueprint for growth and development, city initiatives, and investments for the future. Visioning is the process of translating the community's needs into a series of statements and actions. This process allows the community to be directly involved in the process of cultivating a future for Canton that is aligned with their vision.

The vision plan serves as Canton's Comprehensive Plan, which is a guide for local policy decisions and investment. The development of a comprehensive plan is permitted by Chapter 213 of the Texas Local Government Code for the "purpose of promoting sound development." Texas communities develop comprehensive plans as a policy document to guide future development in their city or town.

Civic engagement included stakeholder discussions, public open houses, surveys, presentations to elected and appointed officials, and a steering committee. This provided the public with a variety of opportunities to share their vision for Canton's future.

The vision plan framework follows the following structure:

VISION STATEMENT
The community's vision statement identifies the desired community character for 2035 and beyond

BIG IDEAS
Five big ideas align the community values with a framework to achieve the vision

PLANNING THEMES
The goals for the plan are organized into three overarching planning themes

ACTION PLAN
The action plan outlines policies, programs, and investments to support the community's vision

HOW TO USE THIS DOCUMENT

Introduction
The Introduction chapter provides the planning context for the vision plan and the City of Canton. This section includes the history of Canton, an overview of previous and existing planning efforts, and an overall planning timeline.

Community Blueprint
The Community Blueprint chapter outlines existing conditions and initial findings from the review of existing plans, a transportation audit, and a market assessment.

Community Vision
The Community Vision chapter summarizes the community engagement, the plan vision, big ideas, and planning themes.

Community Direction
The Community Direction chapter presents the future land use map, place types, and thoroughfare plan. These are intended to guide physical growth and development patterns in Canton

Community Framework
The Community Framework chapter outlines the goals and implementation strategies for the plan, including actions for the next 10 years and beyond.

Public engagement at the Canton Autumn Festival (2022) contributed to identifying the community's vision.

History of Canton

While the City of Canton was not incorporated until 1919, it was originally founded in 1850 when Wood and Rains counties were separated from Van Zandt County. In an attempt to establish the county seat closer to the center of Van Zandt County, Canton was laid out into blocks and lots, and a courthouse, post office, and city center were constructed. In 1853, it was realized that the City was founded approximately two miles away from where it was intended to be located due to a surveying error. Over the next two decades controversy ensued around where the county seat should be located, as nearby Wills Point also wanted to serve the role. By 1877, the Texas Supreme Court determined that Canton would be the county seat for Van Zandt County.

By 1880, Canton's population had reached 331. Canton's population fluctuated between 400 and 800 from the end of the 19th century to the 1950's, when the population reached 1,000. By 1980, the city's municipal limits and its population had nearly doubled. The City has continued to grow steadily in the recent decades, as nearby metro areas have expanded rapidly. Today,nearly 4,300 people reside in Canton. Some of Canton's significant historical events are shown in **Figure 1.2, Historic Timeline**.

TRADE DAYS

Since the 1850's, Canton has been home to First Monday Trade Days, a monthly large-scale flea market. The County judges held court in Canton on the first Monday of every month, attracting residents from around the County to shop and trade goods from horses and livestock to produce and merchandise. The original location of Trade Days was in the town square. In 1965, the City purchased land and relocated the Trade Days to its current location less than a half mile north of the County Courthouse. Today, First Monday Trade Days take place on Thursday-Sunday leading up to the first Monday of the month. The market covers nearly 100 acres and accommodates up to 6,000 vendors.

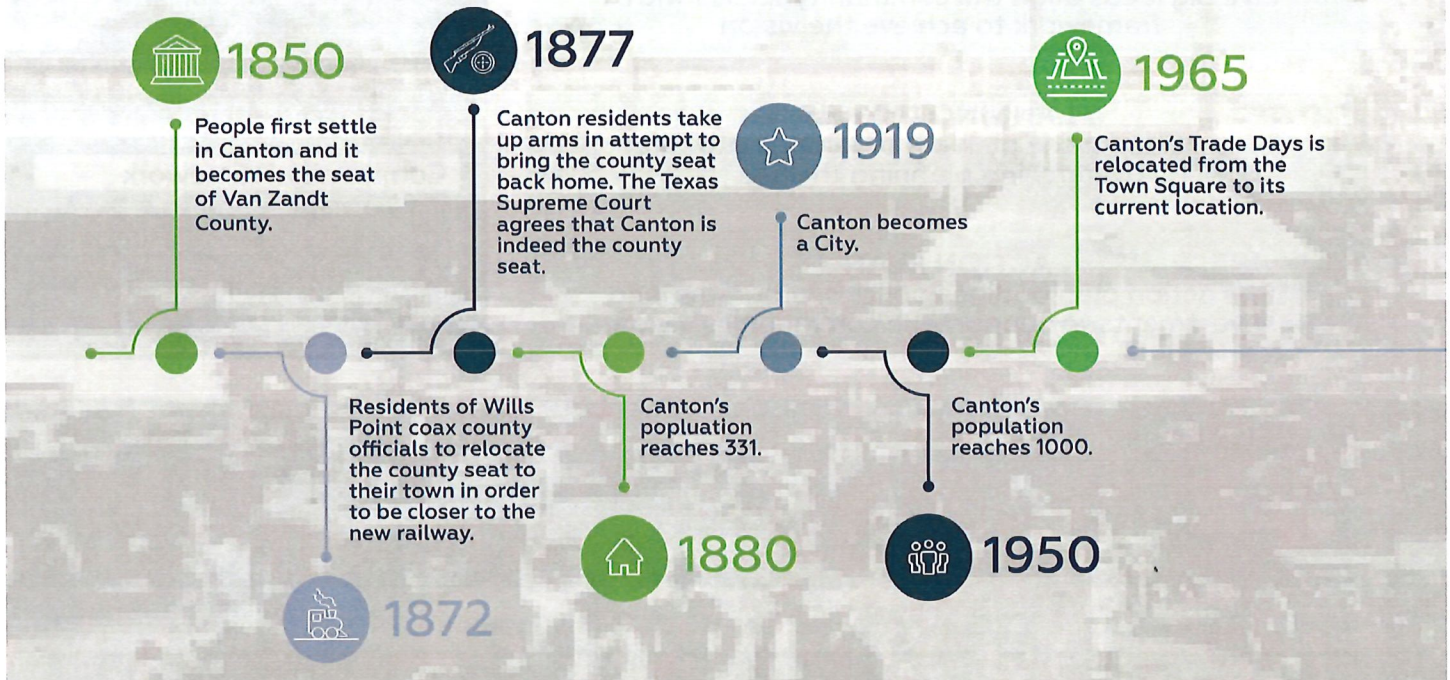


Figure 1.2: Historic Timeline

EXISTING AND PREVIOUS PLANNING EFFORTS

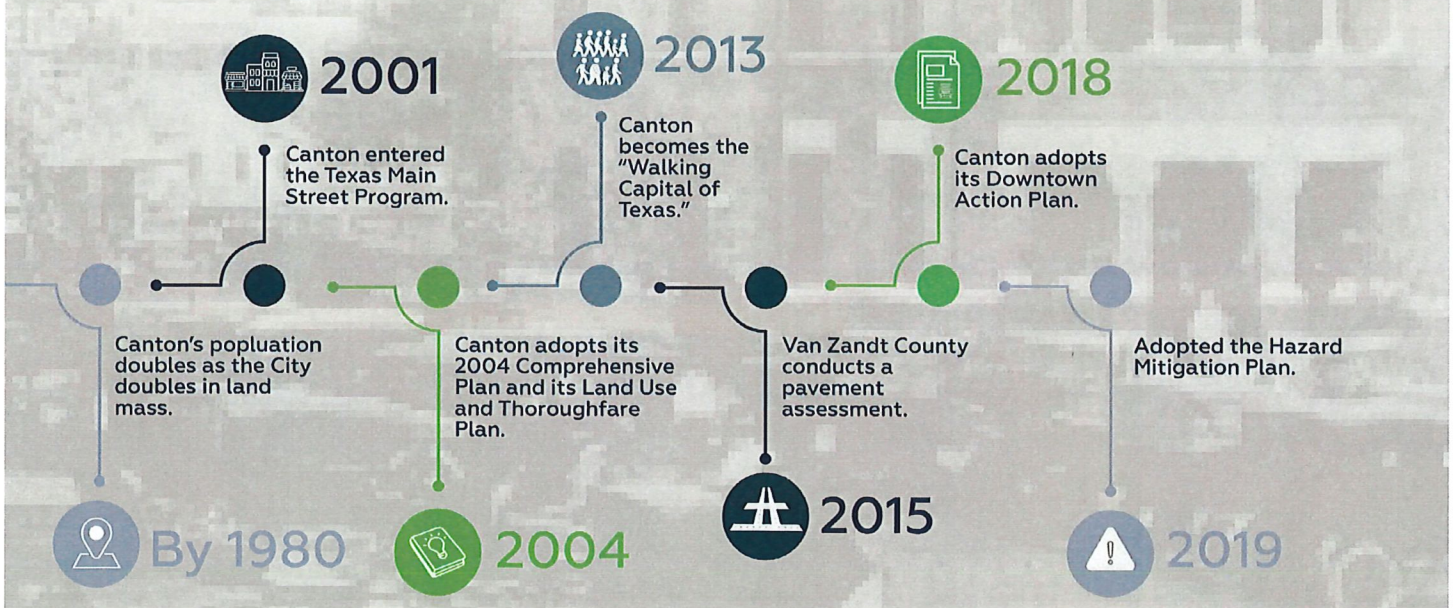
Over the last 20 years, the City of Canton has undergone a series of planning efforts and initiatives. Reviewing previous planning studies and efforts provided a foundation for the ***Cultivate Canton*** Vision Plan, as they identify community values, priority projects, and community needs. These efforts and their purpose are listed below:

- **Main Street Program** (2001) to retain the historic character of downtown
- **Canton Comprehensive Plan** (2004) to direct growth and city policies for the next 20+ years
- **Canton Thoroughfare Plan** (2004) to evaluate the transportation needs in the city
- **Van Zandt County Pavement Assessmen**t (2015) to review the roadway conditions in Canton and identify maintenance priorities.
- **Downtown Action** Plan (2018) to provide a work program to improve the downtown public realm and encourage context-sensitive redevelopment
- **Van Zandt County Hazard Mitigation Plan** (2019) to ensure efficient and sustainable hazard mitigation practices

These plans highlight the importance of continuing to support and revitalize downtown Canton and direct community-growth in a manner that supports small-town character.

"DOWNTOWN WILL BE LIVELY AND FEEL LIKE THE HEART OF THE COMMUNITY ONCE AGAIN – IT WILL BE THE PLACE PEOPLE COME TOGETHER TO SOCIALIZE, RELAX, AND HANG OUT."

Vision Statement; Downtown Action Plan 2018



Project Timeline

The Canton 2035 Vision Plan was initiated in June 2022 and was completed in 14 months. The planning process was comprised of four primary phases as described below.

PHASE 1:
CANTON TODAY

This phase reviewed previous planning efforts, analyzed current zoning, and assessed existing conditions in the city to understand assets, challenges, and opportunities.

PHASE 2:
COMMUNITY VISION

This phase encompassed all community engagement efforts taken in the community. Meetings with the Technical Advisory Committee, Steering Committee, Planning and Zoning Commission, City Council, focus groups, and the public gave further insight to the needs of Canton residents.

Canton Today

From June 2022 to September 2022

Community Vision

From July 2022 to October 2022

PHASE 3: FUTURE DIRECTION

During this phase, the preferred growth plan was created, and implementation strategies were developed.

PHASE 4: ADOPTION AND IMPLEMENTATION

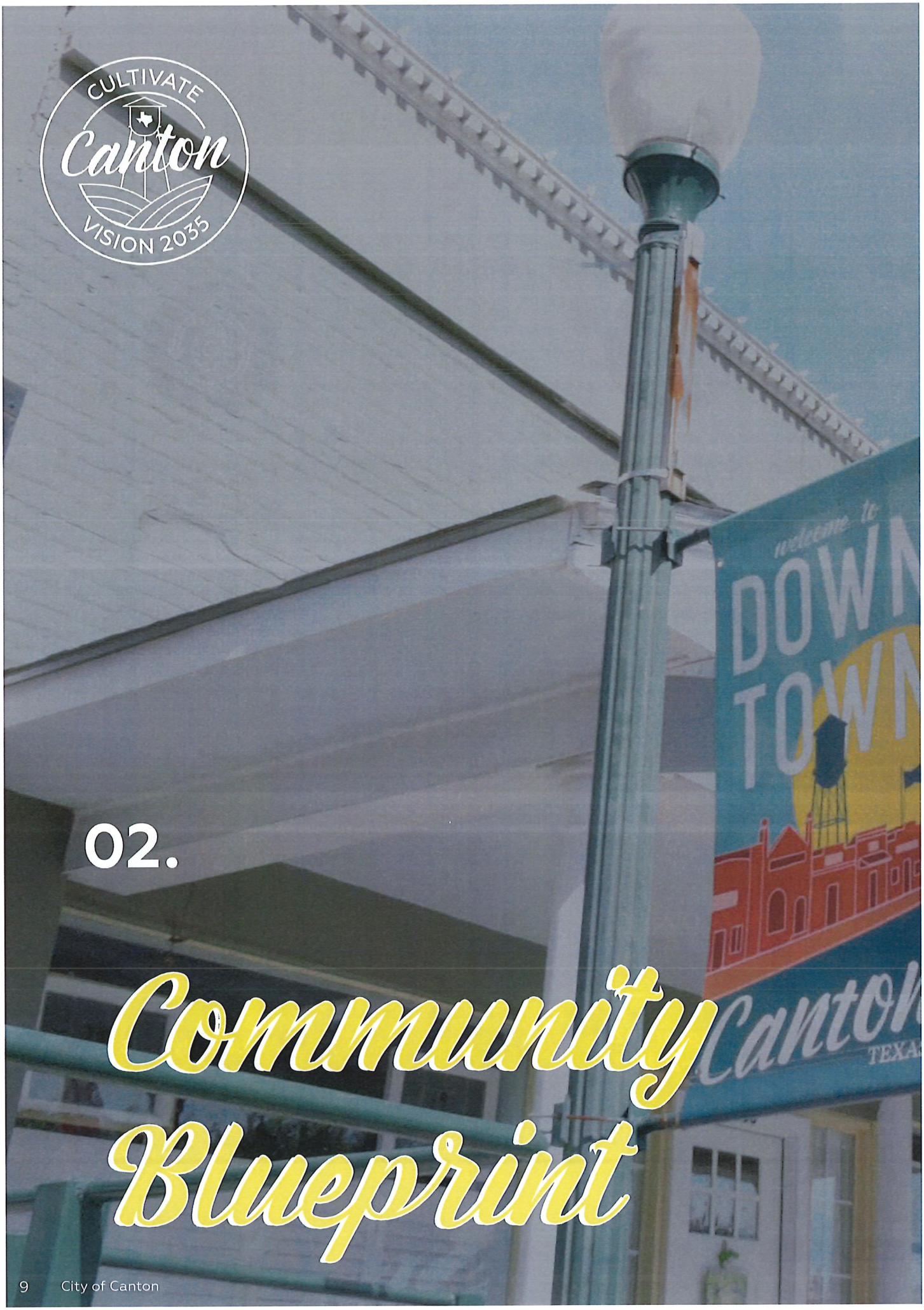
This phase focused on developing the process for adopting the plan and implementing its action items. The findings and recommendations were presented to Canton's governing bodies.

Future Direction

From October 2022 to June 2023

Adoption & Implementation

From July 2023 to September 2023



CULTIVATE Canton VISION 2035

02.

Community Blueprint

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Community Profile

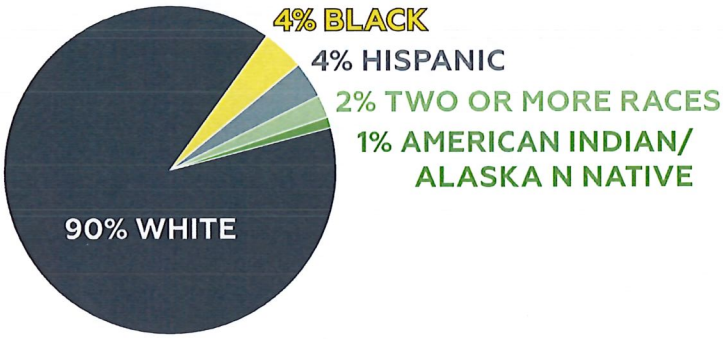
The community profile uses the 2020 Decennial Census Data provided by the U.S. Census Bureau and the 2020 American Community Survey 5-Year Estimates unless otherwise noted.

Canton is less racially and ethnically diverse than Van Zandt County and Texas. Less than 10 percent of the population identify as a race and ethnicity other than white non-Hispanic. Since 2010, the Hispanic population has decreased from 10 percent to four percent and the Black population has increased from two percent to four percent. Over half the population is male.

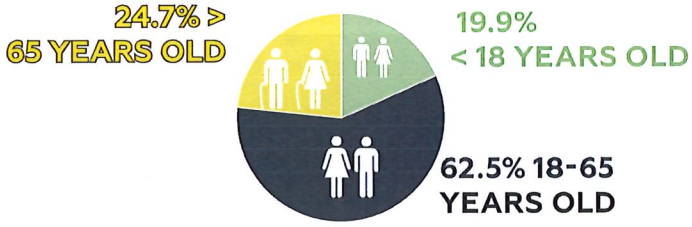
Canton has a higher median age than the rest of Van Zandt County and Texas, and nearly a quarter of the population is over the age of 65. The median household income is lower than the county or the state. Nearly 13 percent of Canton's population live below the federal poverty level.

The population characteristics assessed in the community profile indicate that there is a need for policies and infrastructure to support aging in place. This includes a variety of housing options at different price points to support the needs of the community.

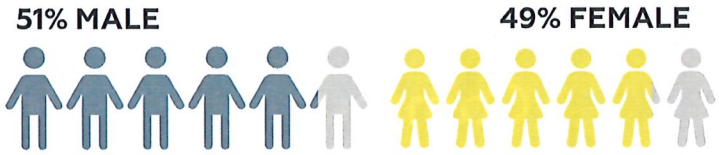
RACE AND ETHNICITY BREAKDOWN



AGE DISTRIBUTION



GENDER DISTRIBUTION



POPULATION BREAKDOWN

	Texas	Van Zandt County	Canton
Population	29,527,941	61,275	4,229
Median Age	34.8	42.3	44.6
Bachelor's Degree or Higher	30.7%	15.8%	17.3%
Median Household Income	$63,826	$57,203	$48,963

HOUSING

The housing characteristics of Canton represent a small-town experiencing moderate growth rates. Growth in the housing stock is reflective of population growth, with the greatest increases between 1960 and 1980. Older housing stock usually requires more intensive maintenance and repairs.

The existing housing characteristics indicate there is a general shortage of rental units and "missing middle" housing types, which can include townhomes, duplexes, triplexes, fourplexes, courtyard apartments and similar options. New three-story apartments were constructed in 2022, and are operating at near capacity. Additional higher density residential development near downtown would provide more diverse housing options while supporting the businesses downtown.

Existing single family homes in Canton range in size and scale.

HOUSING FACTS

73 percent of the housing units are owner occupied.

27 percent of the housing units are renter occupied.

Nearly **seven percent** of the housing units are vacant.

Over half of single-family homes in Canton were built between **1960** and **1979**. Only **six percent** have been built since **2014**.

Household Types

Single Family Detached	80%
Single Family Attached	1%
2 Unit	5%
3-4 Units	6%
5-9 Units	0%
10+ Units	4%
Other	4%

The median housing value is **$120,000.**

There are **439** rental units in Canton, with a median rental rate of **$1,045.**

The average household size for owner-occupied housing is 2.0, and 2.4 for renter-occupied housing.

Established homes near downtown are ranch style homes.

New apartments in Canton offer housing options for residents.

MARKET AND EMPLOYMENT

Canton's top employment industries include retail trade, educational and health services, accommodations and food services, followed by manufacturing. The retail trade industry includes a variety of small, local businesses. These unique "mom and pop stores" are fundamental to the culture of Canton and its aspiration to maintain the small-town charm.

There are a total of 2,948 jobs in the City of Canton. The jobs to housing ratio of 1.5:1 falls within the recommended target range of 1.3:1 to 1.7:1 as stated in the American Planning Association's 2003 report[1]. While there is an acceptable ratio, nearly 34 percent of the available jobs earn less than $1,250 per month, and only 29 percent earn over $3,333 per month. This illustrates that there are limited high-paying jobs within the city.

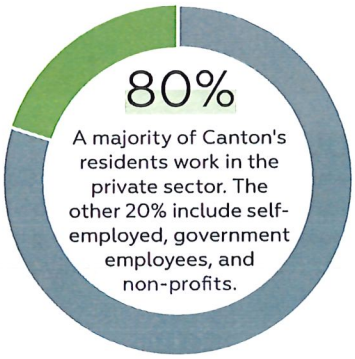
2020 On The Map data depicts that there are 1,460 residents of working age that live in Canton, of which almost 90 percent travel outside of the city for employment. A significant percentage of the population (26.7 percent) commutes over 50 miles to the Dallas-Fort Worth Metroplex or Tyler. Residents are likely willing to have longer commutes for higher wages because the cost of living is less in Canton than a larger city.

The city's tax base relies heavily on the revenues from First Monday Trade Days. To enhance it's tax base, the city should focus on encouraging new markets and employers to locate in Canton. Additional health and medical facilities would support not only Canton's residents, but surrounding communities.

1. Jerry Wietz, Jobs-Housing Balance, PAS 516 (Chicago: American Planning Association, 2003)

WORKFORCE

64.4% of the population over the age of 16 are employed.



JOBS TO HOUSING RATIO

2,948 Jobs in Canton / 1,853 Housing Units = 1.5:1

VEHICLE AVAILABILITY

No Vehicle Available	3%
1 Vehicle Available	44%
2 Vehicles Available	35%
3 or More Vehicles Available	18%

COMMUTE TIME

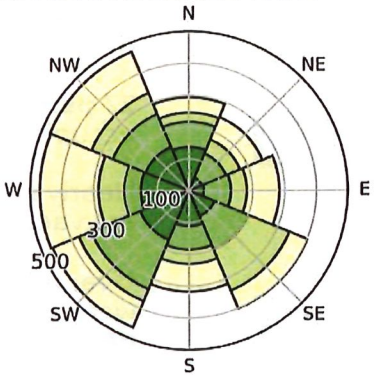
The average commute time is 34.2 minutes.

COMMUTE DISTANCE

Less than 10 miles	30.3%
10 to 24 miles	25.8%
25 to 50 miles	17.2%
Greater than 50 miles	26.7%

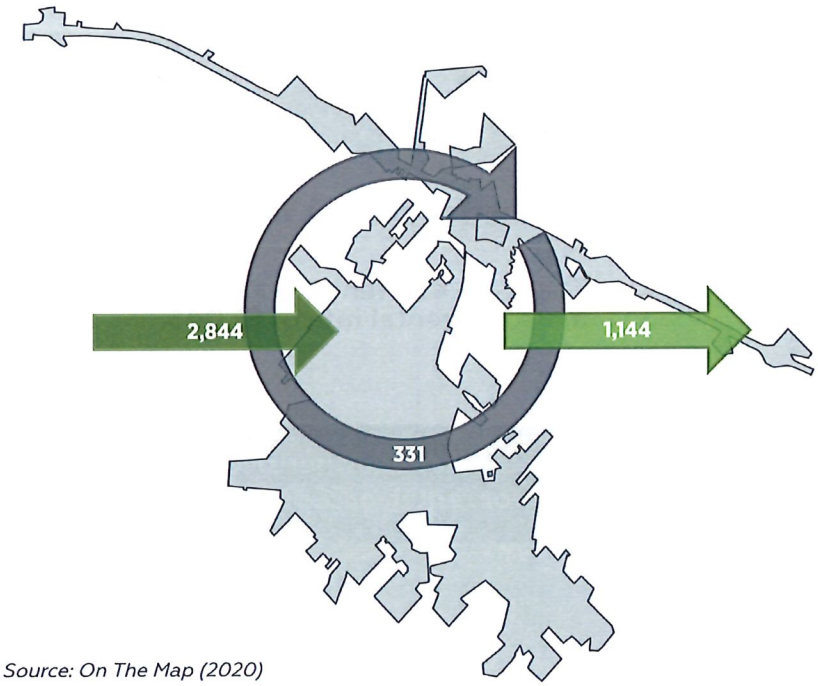
Source: On The Map (2020)

COMMUTE DIRECTION



Source: On The Map (2020)

EMPLOYMENT IN-FLOW/OUT-FLOW



Source: On The Map (2020)

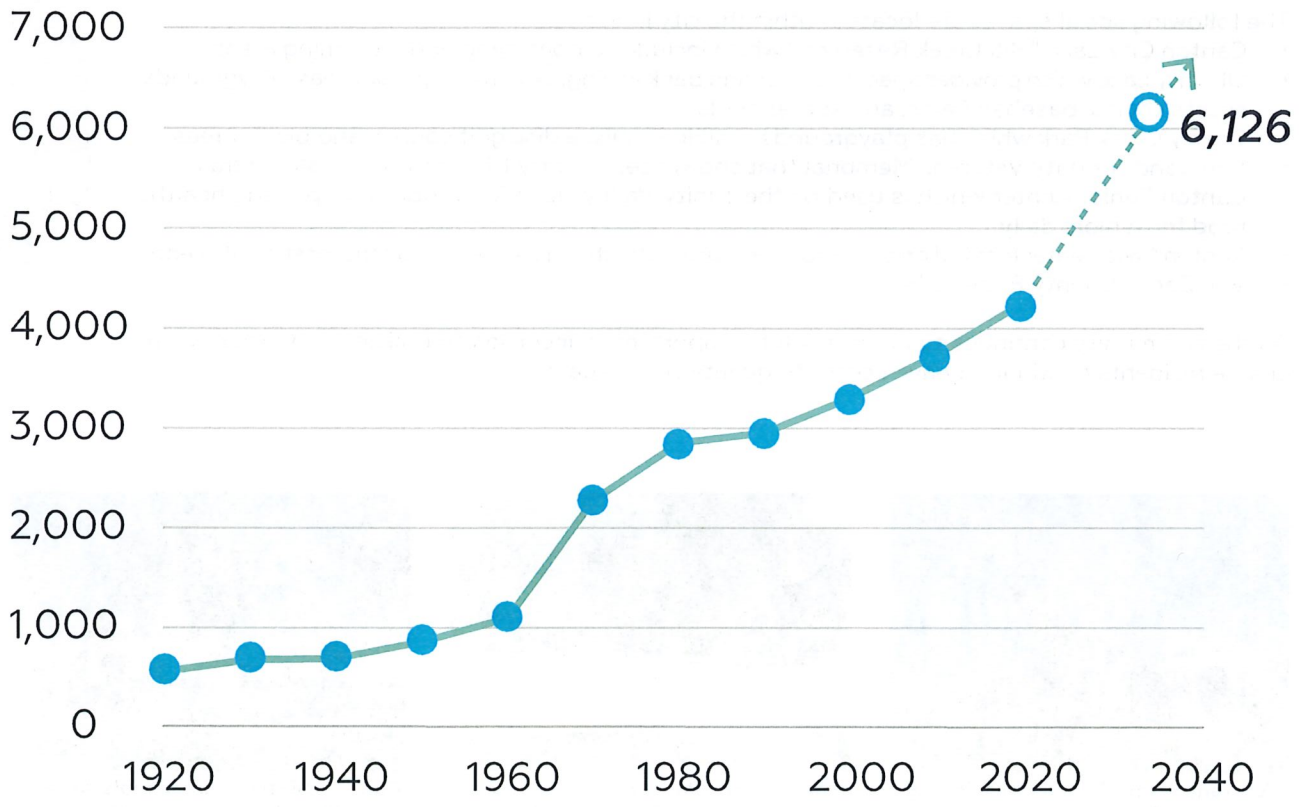
POPULATION PROJECTIONS

Understanding a city's forecasted population is a crucial component of planning for the future as it provides the city with an idea of potential housing demand, infrastructure needs, and municipal services. Population projections are informed by historical trends, and local, state, and national data sources, including the U.S. Census, Texas Water Development Board, and East Texas Council of Governments. While developing a forecast population is not an exact science, it is important to proactively plan for where and how future growth could occur.

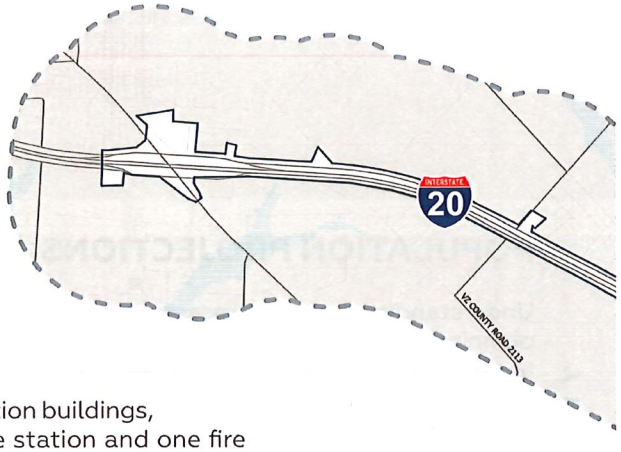
Using the best data available, population projections were created for the purpose of this vision plan. The compound annual growth rate (CAGR), compared with recent trends, was used to forecast the population to the horizon year of 2035. Based on an understanding of growth in Texas and its proximity to Tyler and the Dallas-Fort Worth Metroplex, the plan uses a CAGR of 2.5 percent to forecast the population to 6,126 people, which is shown on the chart below.

The forecast population represents a 45 percent increase in Canton's population. This plan must consider best practices to plan for the anticipated growth through directing development and redevelopment in a manner that maintains the small-town character of Canton, protects rural areas, and grows the city's financial resources.

THE CULTIVATE CANTON VISION PLAN USES A 2035 FORECAST POPULATION OF 6,126 RESIDENTS, WHICH REPRESENTS A 2.5% COMPOUND ANNUAL GROWTH RATE.



Community Foundation



PUBLIC INFRASTRUCTURE

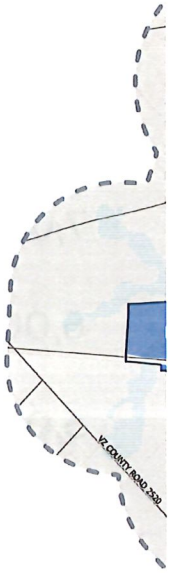
As the Van Zandt County seat, Canton houses county administration buildings, law offices, and the County Fairgrounds. Canton has one police station and one fire station, which are centrally located. The City's offices are located in Downtown Canton. The location of these buildings are shown on **Map 2.1 Planning Area** to the right.

Water and sewer facilities are near capacity, as such there are various projects and plans to expand the municipal infrastructure, including water reuse, pipe and facility improvements, and future capacity expansions. Canton's existing reservoir only has the capacity to accommodate roughly an additional 800 households. An additional reservoir will be needed to accommodate additional growth supported by public water.

SOCIAL SPACES

Social spaces within the city include schools, parks, and community centers. These areas provide places to gather, learn, educate, and engage with the community. The Van Zandt County Library is located within the municipal limits. Canton is also home to the Blackwell House Museum. The Canton Independent School District (ISD) serves the city and surrounding areas. The ISD provides:

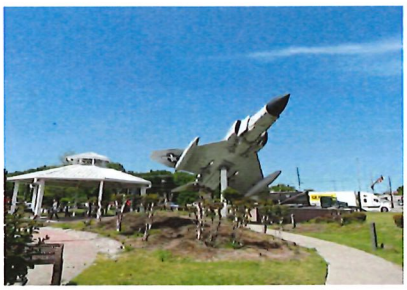
- One elementary school (K-4)
- One intermediate school (5-6)
- One junior high school (7-8)
- One high school (9-12)



The following social spaces are located within the city limits:

- Canton City Lake "Mill Creek Reservoir" which includes a boat ramp and swimming areas.
- Old City Lake which provides spaces for pier and bank fishing, swimming, picnic areas, playgrounds, sports courts, baseball fields, and soccer fields.
- Cherry Creek Park which has playgrounds, walking trails, a disc golf course, and picnic areas.
- Van Zandt County Veterans Memorial that showcases military tributes and a walking trail.
- Canton Senior Center which is used by the Trinity Valley Nutrition program to provide healthy food for seniors daily.
- Canton Civic Center located on the Trade Days grounds which is available to rent for special events.
- Van Zandt County Public Library

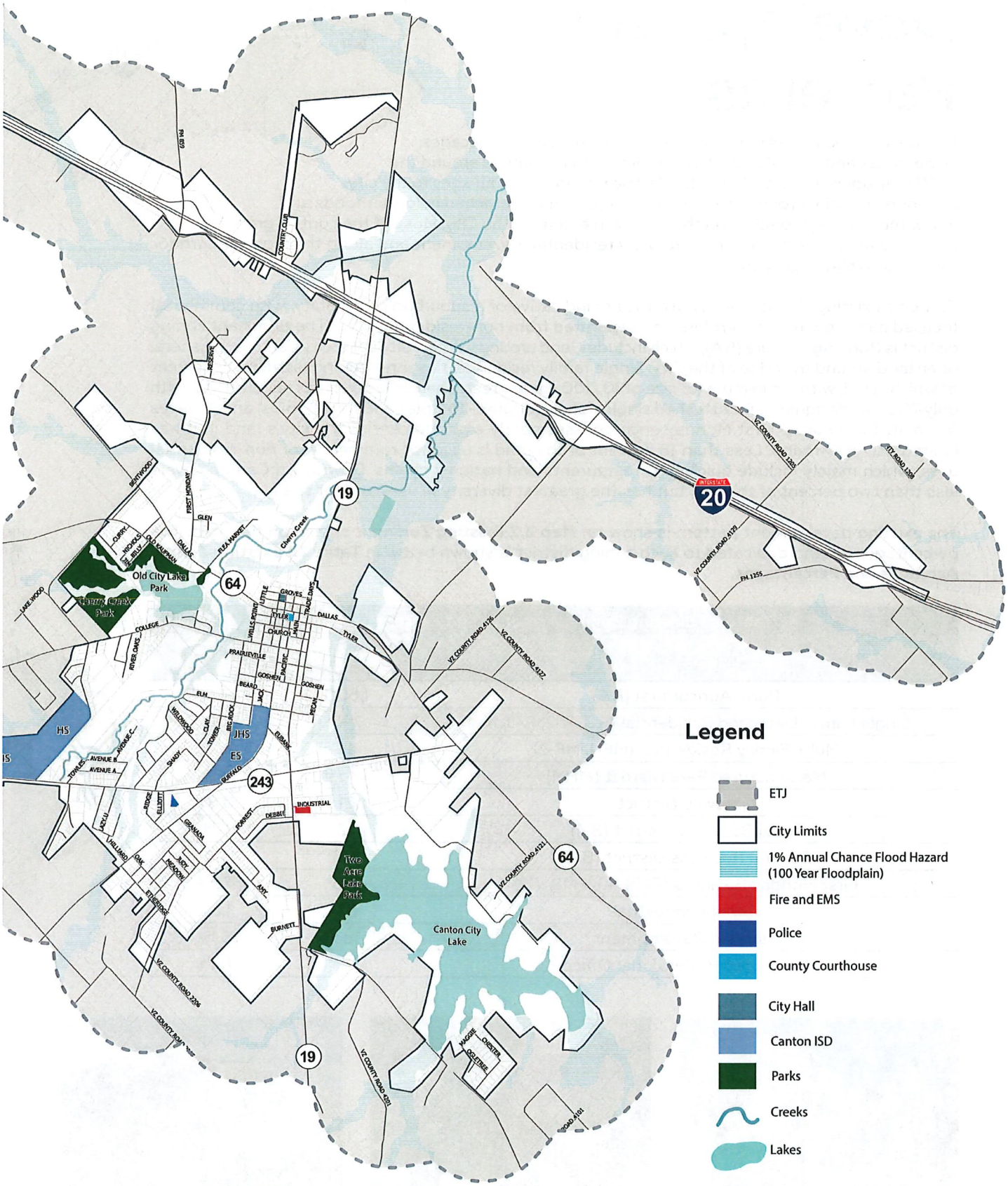
As the community continues to grow, it will be important to incorporate policies and programs to ensure residents continue to have access to quality social spaces.



Veterans Memorial Park provides a place for reflection and honors the members of our Armed Services.

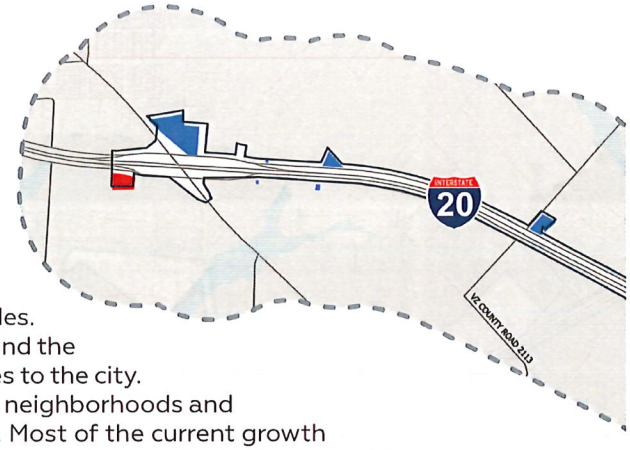
Cherry Creek Park provides children with a space to play, and residents with a network of trails.

Canton ISD has four schools within the city's limits and serves the greater Canton region.



Map 2.1: Planning Area

Development Patterns



Canton has experienced moderate growth over the last two decades. Lower taxes and overall cost of living compared to suburbs around the DFW metroplex and Tyler has attracted new residents of all ages to the city. Recent residential growth includes new single-family detached neighborhoods and a new multi-family complex on the southern extent of the City. Most of the current growth pressures are in southern Canton for new residential development and along the highway corridor for tourism related growth.

Canton's existing development patterns are indicative of a suburban community, with commercial focused along the major corridors and separated from non-residential uses. The dominant zoning district is Rural Agriculture (RA), which includes land around Canton City Lake, city parks, and general open land around the edge of the City. Single family residential has three zoning districts, 19 percent of which is R-1, with a minimum lot size of 10,000 square feet. There is less residential diversity, with only 70 acres designated for attached single-family (duplex - fourplex and townhomes) and 10 acres for multi-family uses. First Monday encompasses nearly eight percent of the city's land, but has limited use year-round. Less than 18 percent of the land is used for commercial or non-residential uses, which mainly include quick stop restaurants and national chains. Downtown Canton covers less than two percent of the city, but has the greatest diversity in uses and lot sizes.

The existing development pattern is show on **Map 2.2 Existing Zoning** is shown on the right. The percentages of land dedicated to each zoning district is shown below in **Table 2.1 Existing Zoning Acreages and Percentages.**

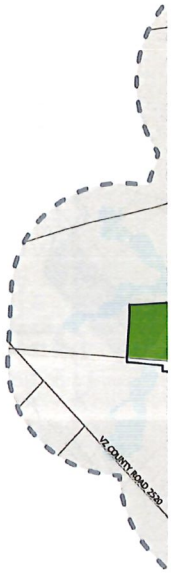


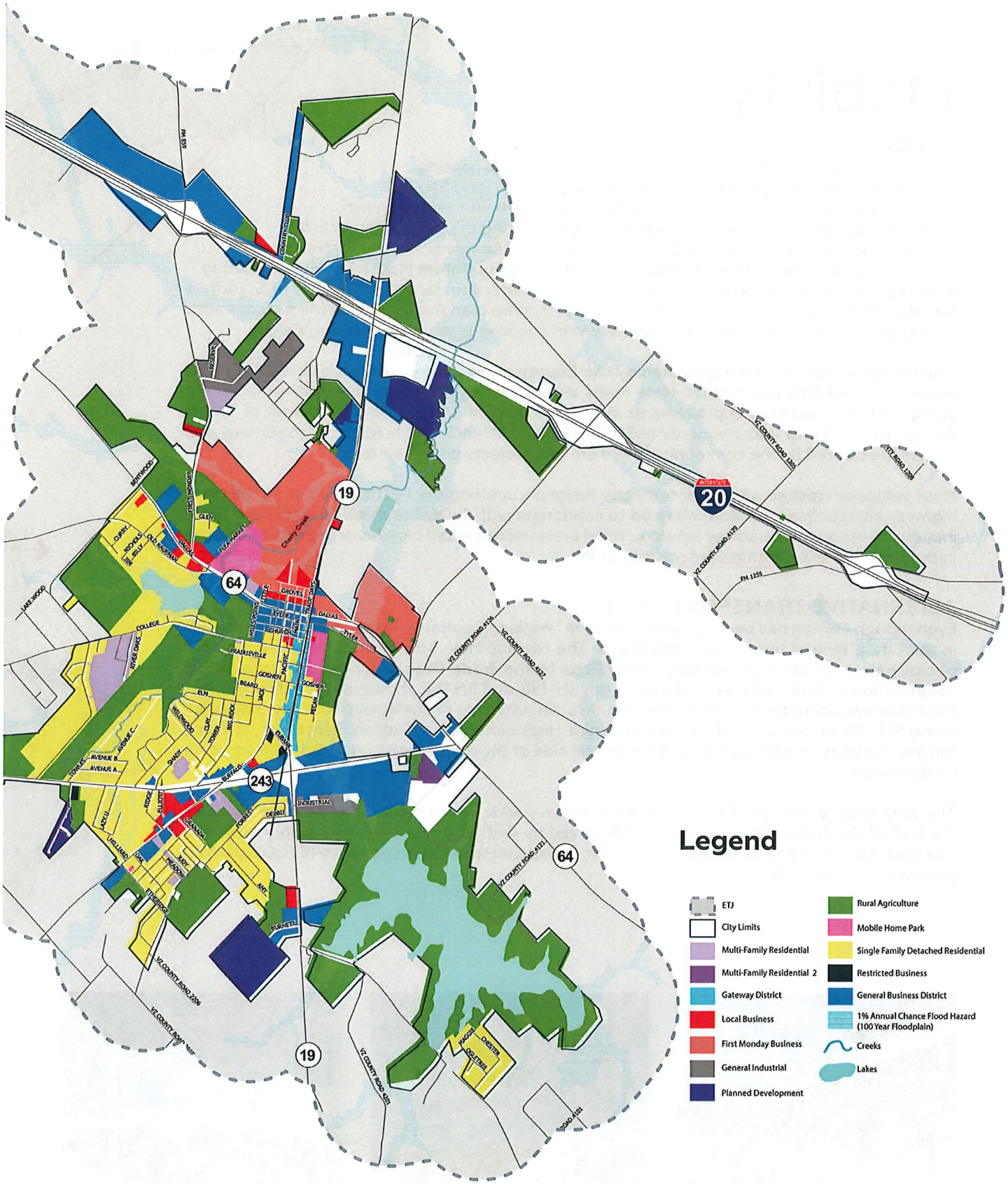
Table 2.1 Existing Zoning Acreages and Percentages

Zoning District	Approximate Acreage	Percentage
Rural Agricultural (RA)	1,600	44.0%
Single Family Detached Residential (R-1, R-2, R-3, R-4)	795	21.8%
Multi-Family Residential (MF-1, MF-2)	80	2.2%
Manufactured Park District (MH-1)	45	1.3%
Gateway District	21	0.6%
Local Business District (B-1)	63	1.7%
General Business District (B-2)	493	13.5%
First Monday Business (FMB-A1, FMB-A2)	285	7.9%
General Industrial	67	1.8%
Planned Development	185	5.1%
Restricted Professional Office	4	0.1%

There are opportunities to restore downtown facades to reflect historic character.

The Trade Days grounds cover a wide area of central Canton and provide a variety of shops for visitors.

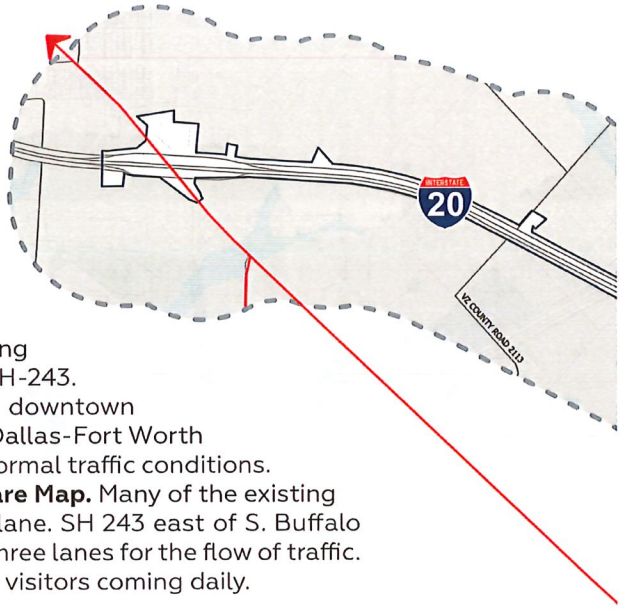
Canton's single family housing options include ranch-style homes and newer residential subdivisions.



Map 2.2: Existing Zoning (2023)

0 0.5 1 Mile

Mobility



ROADWAYS

Canton is an auto-centric city with several state highways passing through its boundaries, including SH-19, SH-64, SH-198, and SH-243. SH-64 experiences significant truck traffic, particularly in the downtown area. I-20 runs along the northern edge of the City, making the Dallas-Fort Worth and Tyler metropolitan areas accessible within an hour during normal traffic conditions. The roadway network is shown in **Map 2.3, Existing Thoroughfare Map.** Many of the existing roadways are either two lanes or two lanes with a center turn lane. SH 243 east of S. Buffalo Street and SH-19 are the only arterial roadways with more than three lanes for the flow of traffic. During Trade Days weekends, traffic is heavy with thousands of visitors coming daily.

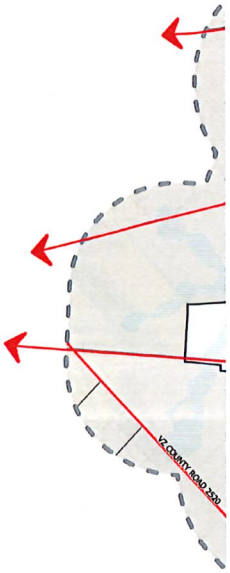
Many roads in the City are maintained by the County and need extensive repair. TxDOT has a minor improvements planned for state roads within the City, including guardrail replacement along I-20, and seal coat improvements to SH-243 west of SH-19, and SH-64 west of SH-19. And general highway improvements to SH-19 south of SH-243. While roadway conditions and repairs are desired by the community, there are few projects on the horizon.

Most vehicular crashes within Canton's city limits occur along the I-20 corridor or at the state highway intersections. Canton will need to coordinate with TxDOT to make intersection safety improvements on their roadway network. There are no documented bicycles or pedestrian crashes in the past five years within Canton's city limits.

ALTERNATIVE TRANSPORTATION

Even though Canton has been designated as the "Walking Capital of Texas," pedestrian activity in the City is limited outside of Trade Days. The Historic Main Street area includes a network of sidewalks, but lacks pedestrian connections to the Trade Days grounds and surrounding neighborhoods. Sidewalks exist along SH-19, SH-198 and SH-243, however they directly abut the roadways, abruptly end, and often run on a singular side of the street. Notably, sidewalks along SH-198 do not extend to Canton Junior High School and Canton Elementary School, forcing students to walk on the street or on the side of the road which is interrupted frequently by driveways.

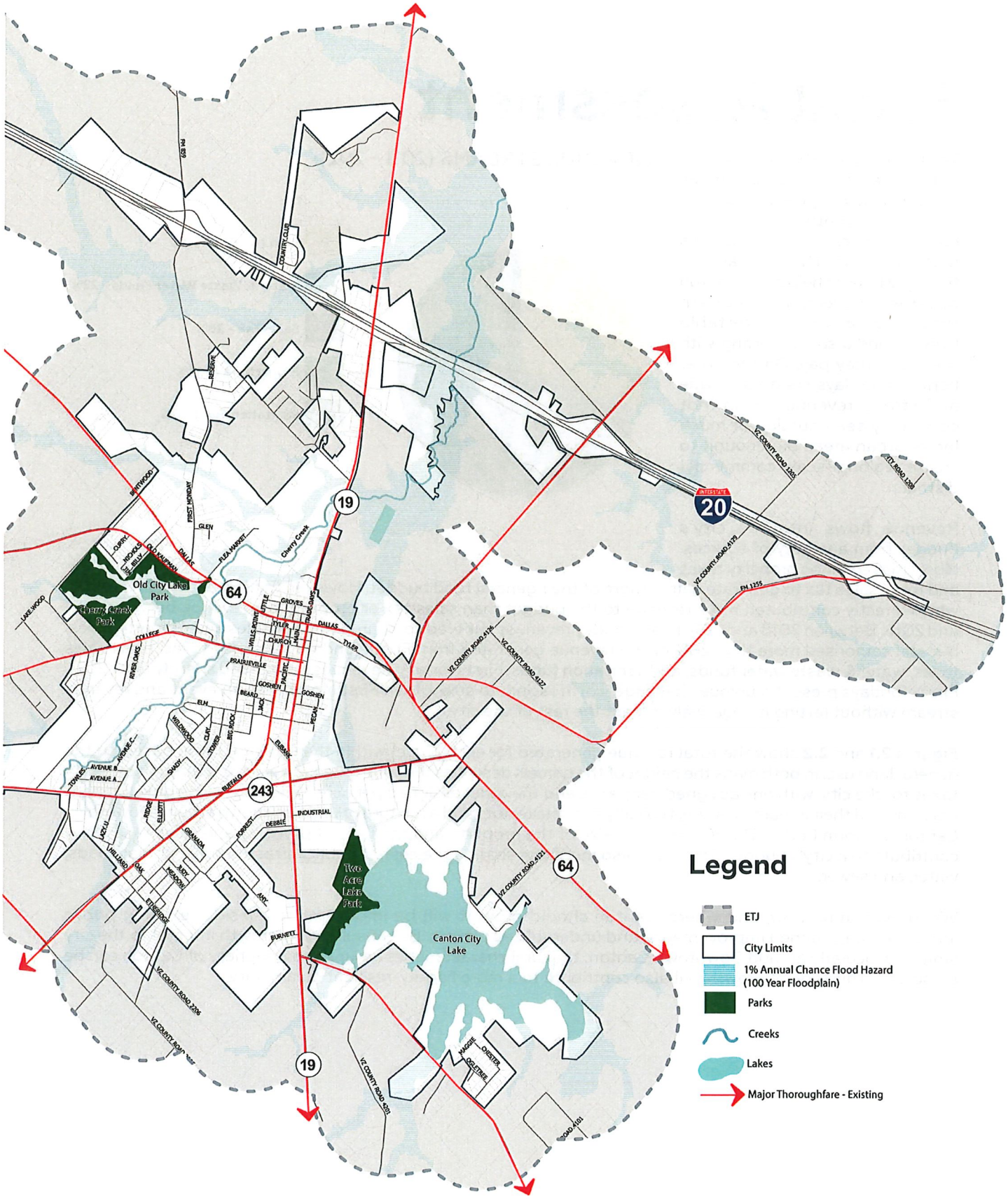
The only trails within the City are located within parks, which have limited connections to the rest of the community. Canton is also served by GoBus, a rural, demand response public transportation system operated by the East Texas Council of Governments (ETCOG), which provides access to Tyler.



Downtown Canton provides a pedestrian friendly environment fronting the shops on the square.

SH-19 is a major north/south corridor in Canton. The corridor features wide lanes which help facilitate traffic during Trade Days.

Most of the roadways in Canton have a rural character, with open drainage and no pedestrian facilities.



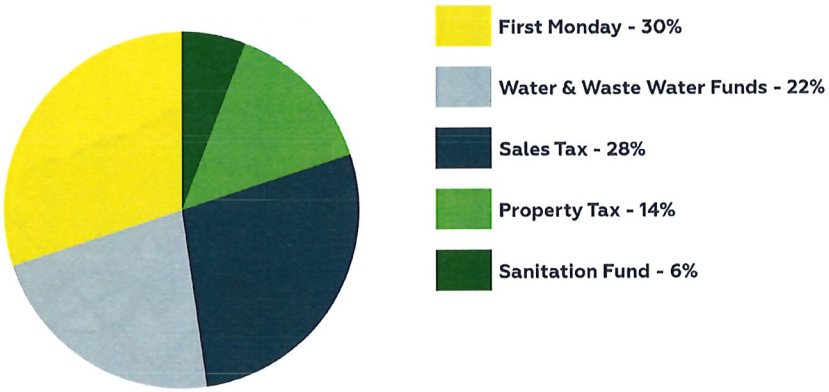
Map 2.3: Existing Thoroughfare System

0 0.5 1 Mile

Fiscal Assessment

The City of Canton has a unique mix of revenue streams. On one hand, Canton's development patterns exhibit revenue generation characteristics common across most of Texas. The city can use these patterns to help guide Canton towards a development pattern that citizens are comfortable living in and also supporting with the taxes they pay. On the other hand, trade days create a unique and strong revenue stream not commonly seen outside of much larger urban areas big enough to create regional-scale commercial districts.

REVENUE STREAMS (2011 - 2021)



Revenue flows into the city's budget from a variety of sources. Most cities count on property taxes and retail sales tax to generate half or more of their general fund budget. However, Canton has First Mondays, which directly contributed more revenue to the budget than sales tax or property tax revenue between 2011 and 2018. Between 2018 and 2021 First Monday revenues suffered compared to retail sales and property taxes, but still comprised more than 20% of the revenue generated from First Mondays, property taxes, retail sales taxes, water & waste water funds, and sanitation funds. First Monday Revenues rebounded sharply after 2021. First Mondays present a unique challenge worth facing; to strengthen First Monday as an event and revenue stream without letting it negatively impact the rest of the city.

Figures 2.1 and **2.2** show the total revenue generated for each parcel within the City of Canton based on the general land use. In both maps the height of the parcels describes the total revenue generated through property taxes for the city, with one assigned per parcel and the other assigned per acre. When reviewing development patterns and their impact on a city, typically the smaller lots and a mixture of uses, as shown around Downtown Canton, perform better. This is due to the size of the property and the type of property and sales taxes they contribute to a city's budget. There are also more lots sharing the cost of public infrastructure, such as roads, water, and sewer.

When evaluating how, and where, Canton should grow, it will be important to consider existing public infrastructure, planned improvements, and underutilized parcels. By consolidating growth internal to the city limits, particularly around Downtown Canton, the rural characteristics around the periphery of Canton can be preserved. This type of growth will also contribute to a more fiscally-resilient community.

Figure 2.1: Property Tax Revenue Per Lot (2022)

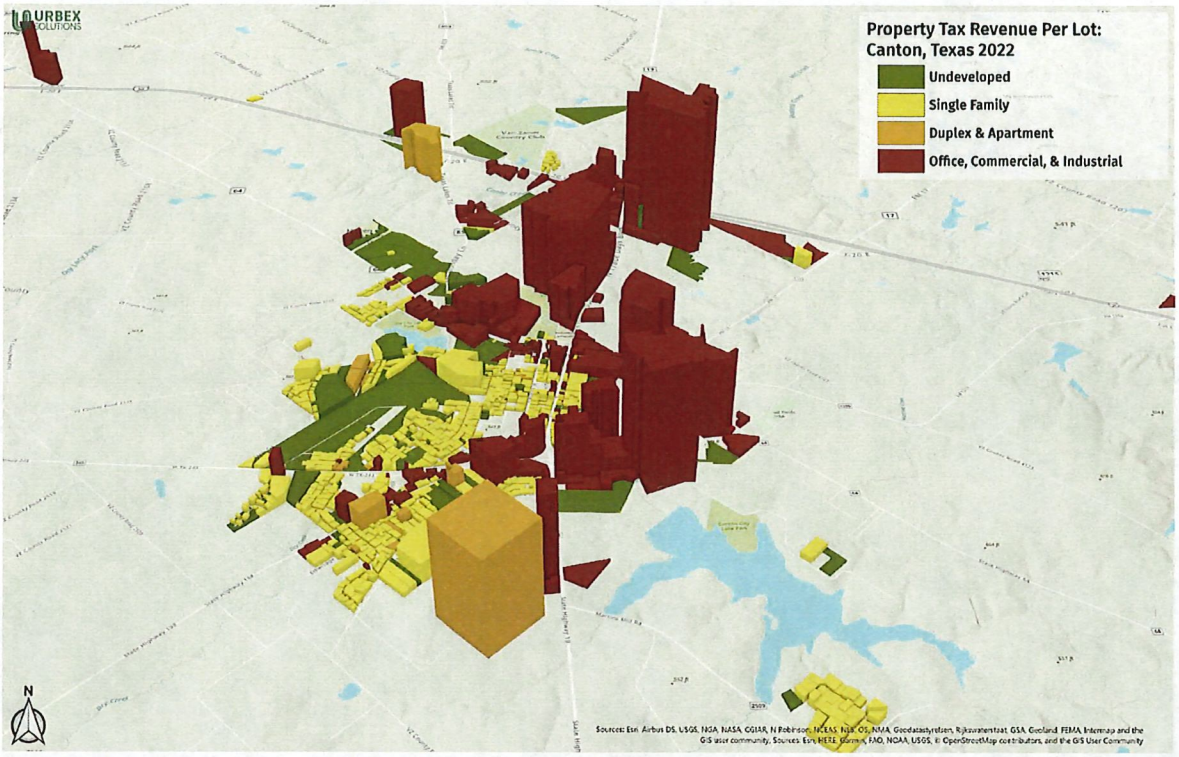
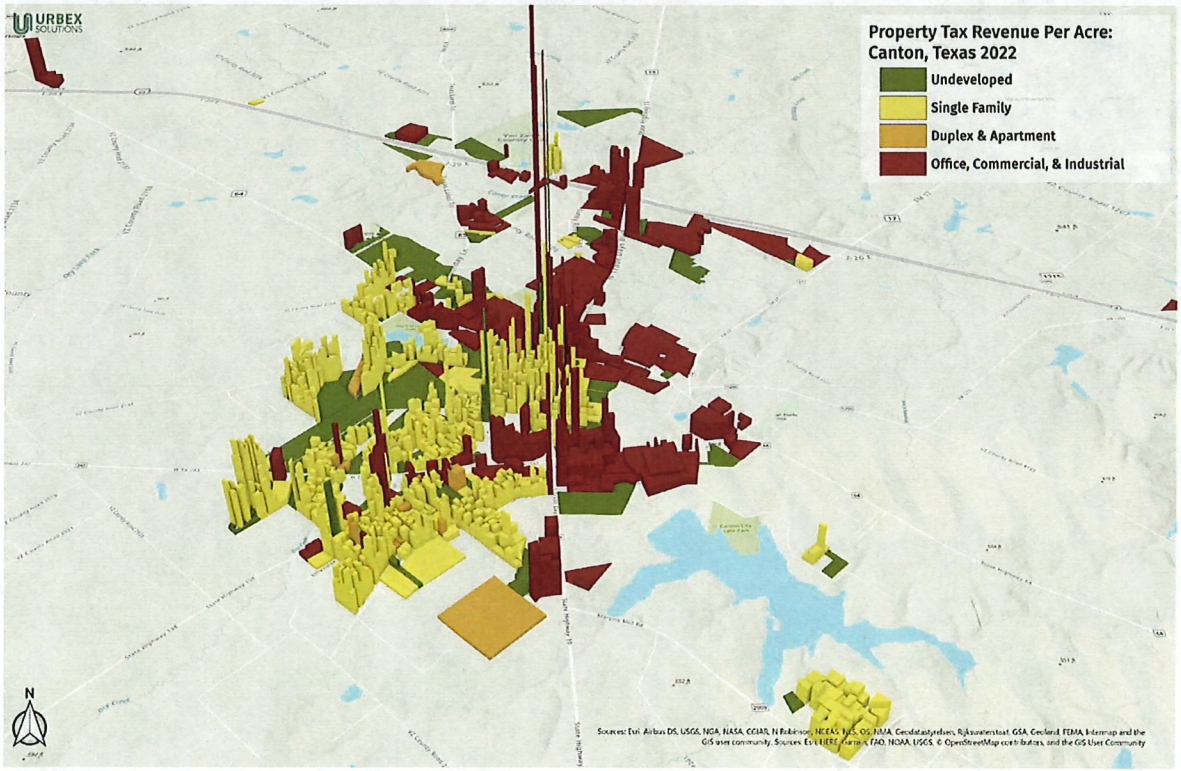
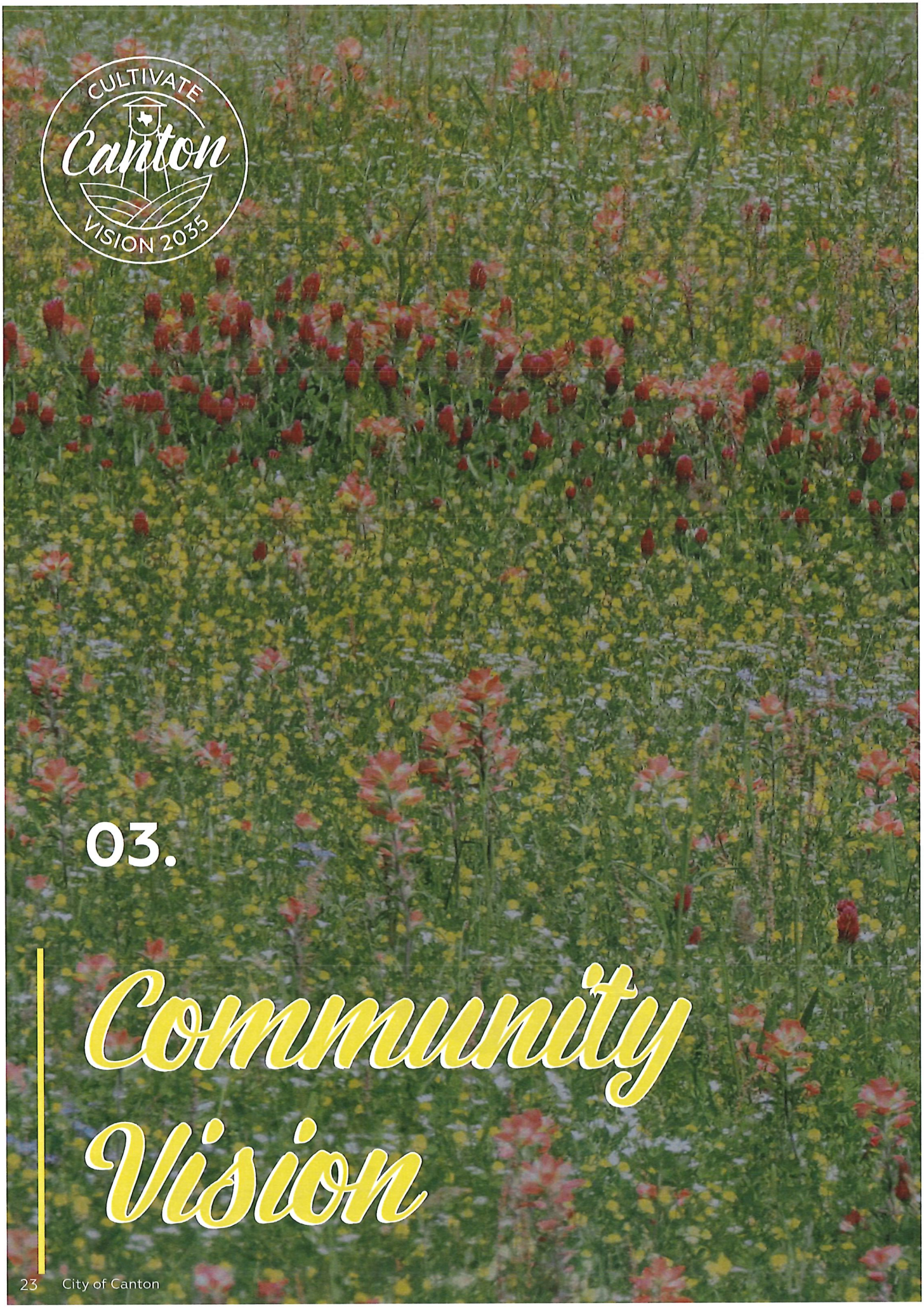


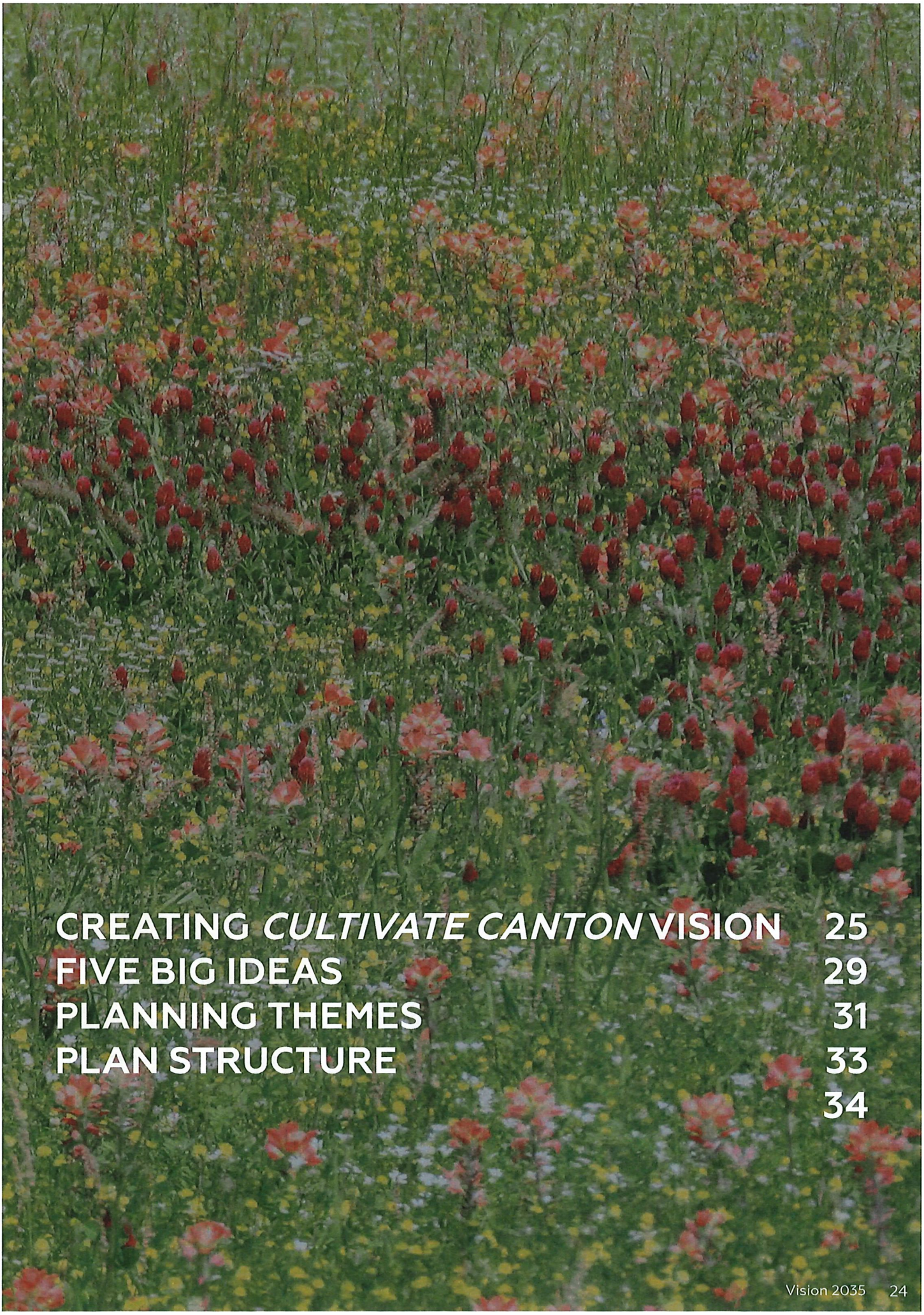
Figure 2.2: Property Tax Revenue Per Acre (2022)





CULTIVATE Canton VISION 2035

03. Community Vision



CREATING *CULTIVATE CANTON* VISION 25
FIVE BIG IDEAS 29
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Creating *Cultivate Canton*

The vision plan involved engaging the public early in the process to identify community needs. Residents, businesses, and visitors had the opportunity to engage with the planning team during First Monday events, respond to surveys, and participate in public open houses. Key stakeholders and local leaders discussed opportunities for Canton's future during topic-specific conversations. Discussions with community members led to an understanding of the community today and shaped the Big Ideas (see pages 31-32).

Cantonites are proud of their small and unique town. They have strong pride in their First Monday flea markets - a monthly event that has received national recognition. Through numerous conversations, one statement that has been repeated is **"we know we will grow, but we want to keep Canton, Canton."**

Cultivate Canton is reflective of a growing community that wants to maintain its rural heritage. The future must be planned in a way that is thoughtful and balanced for current and future generations. The fabric of the community should be maintained to support the character that exists in the community today.

CANTON'S COMMUNITY REPRESENTATIVES

STEERING COMMITTEE

A steering committee was comprised of 14 engaged community members. The steering committee met three times during the plan duration in order to provide input and guidance on the overall direction of the plan.

TECHNICAL ADVISORY COMMITTEE

A Technical Advisory Committee (TAC) made up of key city staff members were engaged during the planning process. The TAC met four times and provided crucial input on the vision, goals, and growth strategies.

ELECTED AND APPOINTED OFFICIALS

At the beginning of the project, one-on-one interviews with City Council members provided foundational knowledge of the city's current issues and opportunities. Presentations on the status of the plan were made to City Council and the Planning and Zoning Commission throughout the process.

FOCUS GROUP MEETINGS

Early in the process a handful of engaged community members were interviewed to discuss challenges and opportunities related to specific topics in Canton.

COMMUNITY AT LARGE

The planning team participated in community events, held public open houses, and provided a community-wide survey to build the vision for Canton's future. A visitors survey was used to gain insight from visitors to the City. The survey results are further discussed on pages 27-28.

ENGAGEMENT KEY THEMES

Grow Canton in a way that retains the local identity.

Prioritize redevelopment and reinvestment in Downtown and the First Monday Trade Days area.

Improve parks, trails, and sports amenities throughout Canton to support local users and encourage tournaments.

Increase housing options to meet the needs of all ages.

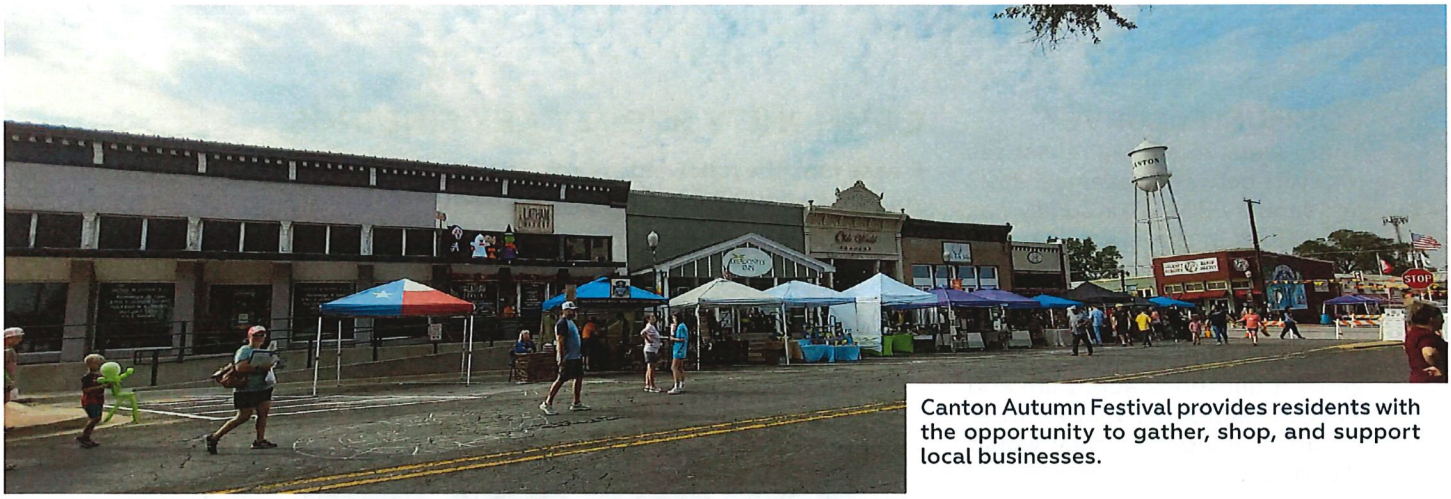
Diversify the economic base, provide more job opportunities with better wages, and grow the medical, industrial, and transportation sectors.

Provide new entertainment options for residents of all ages.

Increase government transparency and build trust with citizens.

Create tourism opportunities beyond First Monday.

Improve downtown business development and incentives to help maintain the character and success of Downtown Canton.



Canton Autumn Festival provides residents with the opportunity to gather, shop, and support local businesses.

COMMUNITY ENGAGEMENT

Civic engagement is crucial to building consensus among residents, business owners, elected and appointed officials, and City staff. These groups and individuals contribute valuable input to the planning process. This chapter reviews the public engagement opportunities available throughout the process.

AUTUMN FESTIVAL

The annual Autumn Festival was held on October 8, 2022. An information and engagement booth was set up to discuss the community's desires for the future. Participants wrote their vision down on leaf-shaped paper and placed it on a wreath. The activity caught the attention of stakeholders of all ages, including young children. There were over 100 responses to the activity.

The activity resulted in two beautiful wreaths – one for what residents and visitors would like to see change in Canton's future, and one for what they love about Canton. This feedback provided initial insight into what the community aims to preserve and improvements that can be made in the near and distant future.

The Autumn Days event provided the planning team an opportunity to engage with community members and visitors.

OPEN HOUSE 01

On December 13, 2022, the planning team and City of Canton held the first public meeting and open house. Residents were invited to learn about the Vision Plan and the planning process. Boards with maps and visual preference prompts were placed around the meeting room for residents to walk around and view after a brief introductory presentation.

The boards were also included in the community survey to provide additional opportunities to provide input on visual preferences, community needs, and desired growth patterns.

OPEN HOUSE 02

The second open house was held at a joint City Council and Planning and Zoning Commission meeting on June 12, 2023. The planning team presented a plan update at the joint meeting which was followed by public comments. The meeting was well attended by the public.

Community members were interested in the implementation process for the plan, including financing projects and obligations, timeframe, and overall process. The public comments were used to inform the actions.

The first public open house reviewed the types of development residents felt would be appropriate in Canton.

COMMUNITY SURVEY

There were 76 survey responses received between November 2022 and January 2023. The survey was advertised in the newspaper, on the radio, on the city's website, and on social media sites.

Residents were asked to answer general questions about life and work in Canton as well as what future development they would like to see.

Residents have an affinity for the town's small-town charm and character. They expressed a desire to have more things to do and a more vibrant downtown. They wanted to see growth in locally owned businesses, more jobs within Canton, and opportunities for entertainment for residents and visitors of all ages.

Respondents rated the quality of life and the character of downtown highly. These aspects are important to preserve and enhance. While First Monday is a large event that draws visitors from all over the southern United States, many residents of Canton do not attend on a regular basis.

Respondents were asked about appropriate types of development, this included housing types, commercial uses, and entertainment activities.

Residential Uses Include:

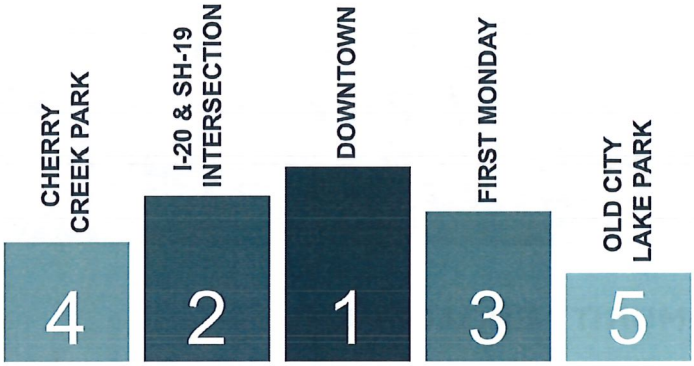
- Residential Estate (large lot)
- Single Family (one story, two story)
- Starter Homes
- Townhomes

Commercial Uses Include:

- Neighborhood Commercial
- Mixed-Use
- Walkable Neighborhood

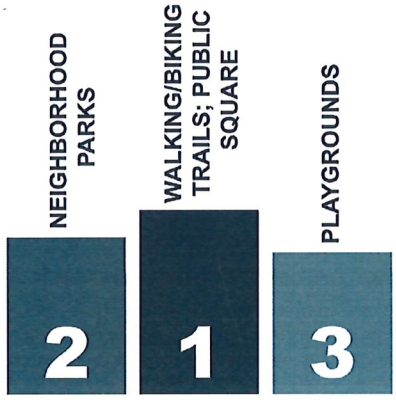
COMMUNITY SURVEY KEY FINDINGS

Please rank the following area in order of priority (with #1 being the area you think should have the highest priority for Canton).



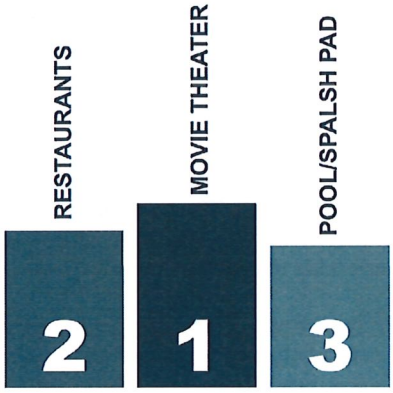
Downtown is the highest priority for the community. They would also like to see improvements to the major gateway areas leading into town, and First Monday Trade Days.

What types of new or redeveloped public space would you like to see?



Public spaces are important for a community's quality of life. They provide spaces for community gathering, playing, and exercising. When asked which types of public spaces they would like to see, respondents rated trails as the number one feature they would like to see.

What type(s) of entertainment activities would you like to see in Canton?



Entertainment options are limited in Canton. There is a desire to have a wider range of entertainment opportunities for residents of all ages, including movie theaters, sit-down restaurants, and more outdoor activities such as pools or splash pads.

VISITORS SURVEY

The visitors survey amassed 462 responses between March 3 and April 2, 2023. The survey was sent out on a list serve to businesses that operate at First Monday and posters were set out at the First Monday Trade Days event.

The survey asked where visitors traveled from, what lodging they utilized, and what brought them to the City. Survey results showed that visitors come from many Texas cities and surrounding states. Nearly half of survey respondents travel over two hours to reach Canton, and 95 percent of respondents travel for First Monday Trade Days, and only three percent of respondents visit Canton weekly for shopping.

Overall, visitors did not rate Canton's overnight accommodations or restaurant selections highly. Less than half of visitors spend the night at hotels in Canton. It was noted that the nightly hotel rates are very high during First Monday Trade Days.

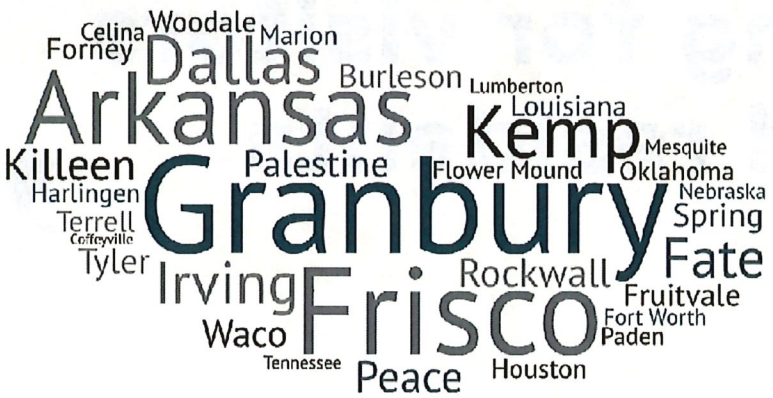
Open-ended questions provided space for respondents to discuss overarching concerns related to the event, parking, conditions of restrooms and parking facilities, and telecommunications coverage. There was a desire for additional opportunities to stay the night, more dining options, and places to go out for entertainment after the First Monday Trade Days events.

When asked how First Monday Trade Days can be improved, there were a variety of responses, including:

- Better wayfinding and signage within the grounds would help shoppers more easily navigate Trade Days.
- More information on places to stay, eat, and play in or near Canton should be provided.
- General grounds improvements, such as better restrooms, covered spaces, more food vendors, entertainment options, and beer gardens would improve user experiences.
- While the website says "Sun up to sun down" it usually shuts down earlier than that; more solidified hours should be established to reduce confusion and improve services.

While there were a variety of recommendations to improve trade days, there were also a lot of comments regarding how great Canton is. These comments included that the community is very nice and welcoming, the event is great, and people really enjoy being there.

Where are you traveling from?



VISITOR SURVEY KEY FINDINGS

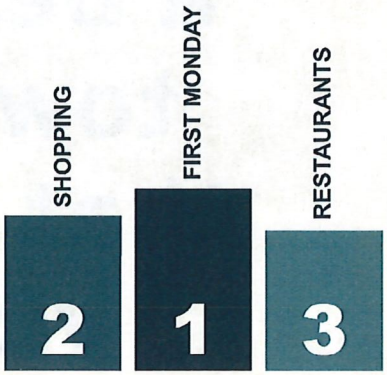
On a scale of 1-5 how would you rate Canton's overnight stay options?

2.8

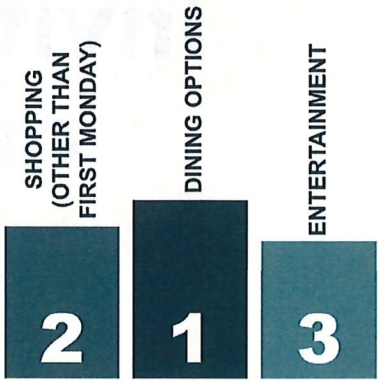
On a scale of 1-5 how would you rate Canton's restaurant selection?

3.0

What do you travel to Canton to do?

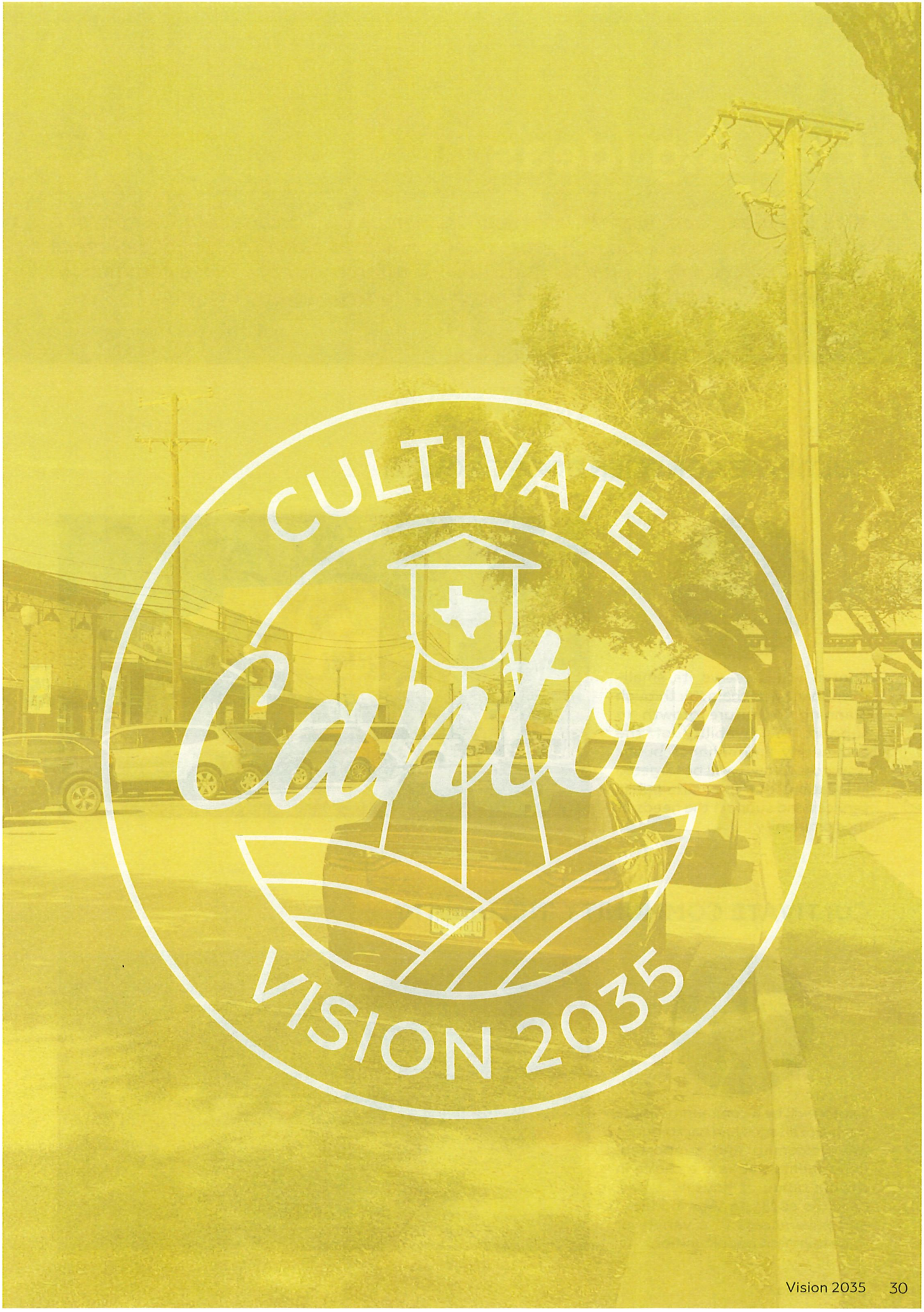


What are some elements you think Canton is missing?



Cultivate Canton is...

"By and beyond 2035, Canton will be a beacon for small-town Texas charm that is economically vibrant, true to its character and inviting for visitors and residents."


CULTIVATE
Canton
VISION 2035

Five Big Ideas

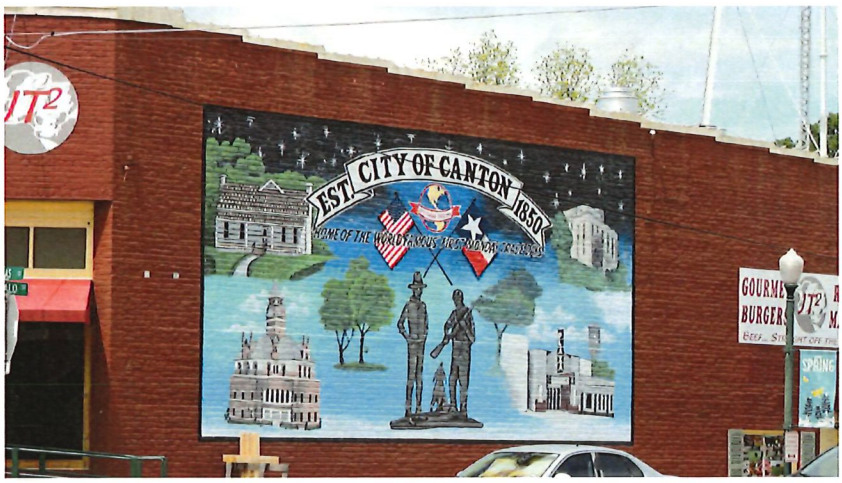
Five **Big Ideas** were identified through numerous discussions with Canton city officials, committees, focus groups, and other stakeholder. The big ideas define the key community desires for cultivating Canton's future. These community desires serve as the pillars of the plan that inform goals and actions.

CULTIVATE CONSCIENTIOUS GROWTH

Canton will preserve its small-town charm and character through planning for future growth to support the livability of the community and enhance public resources. Growth will be targeted in locations that maximize public services and support the needs of the community.

CULTIVATE COMMUNITY INCLUSIVITY

Canton will be a community where people of all ages and backgrounds are welcomed and supported. Its residents will have a choice in a wide range of housing types, have the ability to "Age in Place," and have access to a variety of entertainment opportunities.



CULTIVATE CURIOSITY

Canton will have a diverse and vibrant economy that encourages residents and visitors to explore all that the city has to offer. Its economic base will be comprised of growth in its local businesses and continued support for tourism.

CULTIVATE CONNECTIONS

Canton will have a well-connected parks, recreation, trails, and open space system that provides the community with more options for active and passive recreation while encouraging exploration to key destinations. A well-connected community offers more opportunities for healthy living.

CULTIVATE CREATIVITY AND CULTURE

Canton will foster community building through arts and culture. Strengthening access to arts, events, history, and cultural activities will elevate the community's identity and encourage social gathering.

Planning Themes

Three overarching themes were derived from community conversations and plan analysis. The planning themes represent a goal topics for each big ideas and will be supported by a series of implementation strategies.

SMALL-TOWN CHARACTER

Small-Town Character focuses on preserving Canton's unique character and identity. Canton is known for having a charming downtown, a strong sense of community, and a pastoral landscape. It is crucial that the city retains the distinctive qualities that residents and visitors alike value as it continues to grow.

Residents of Canton treasure the ability to get around town easily. There is generally minimal traffic congestion, and the city only spans a few miles in all directions. There are easily accessible parks on each side of the City to provide spaces for gathering. This proximity helps cultivate a strong sense of community that is warm, welcoming, and neighborly.

Part of Canton's distinctive identity lies in the historic character of the building facades around main street. This walkable downtown area houses various community events and serves as a gathering area. Enhancing the public realm around downtown and providing connections to the community are crucial elements for maintaining the small-town feel.

GOVERNMENT RESPONSIBILITY

Government Responsibility ensures accountability for the responsible management of funds, quality public services, and decisions that serve the public interest. Fiscal stewardship and financial security provide Canton with a stable, secure future that will be able to withstand unforeseen negative impacts.

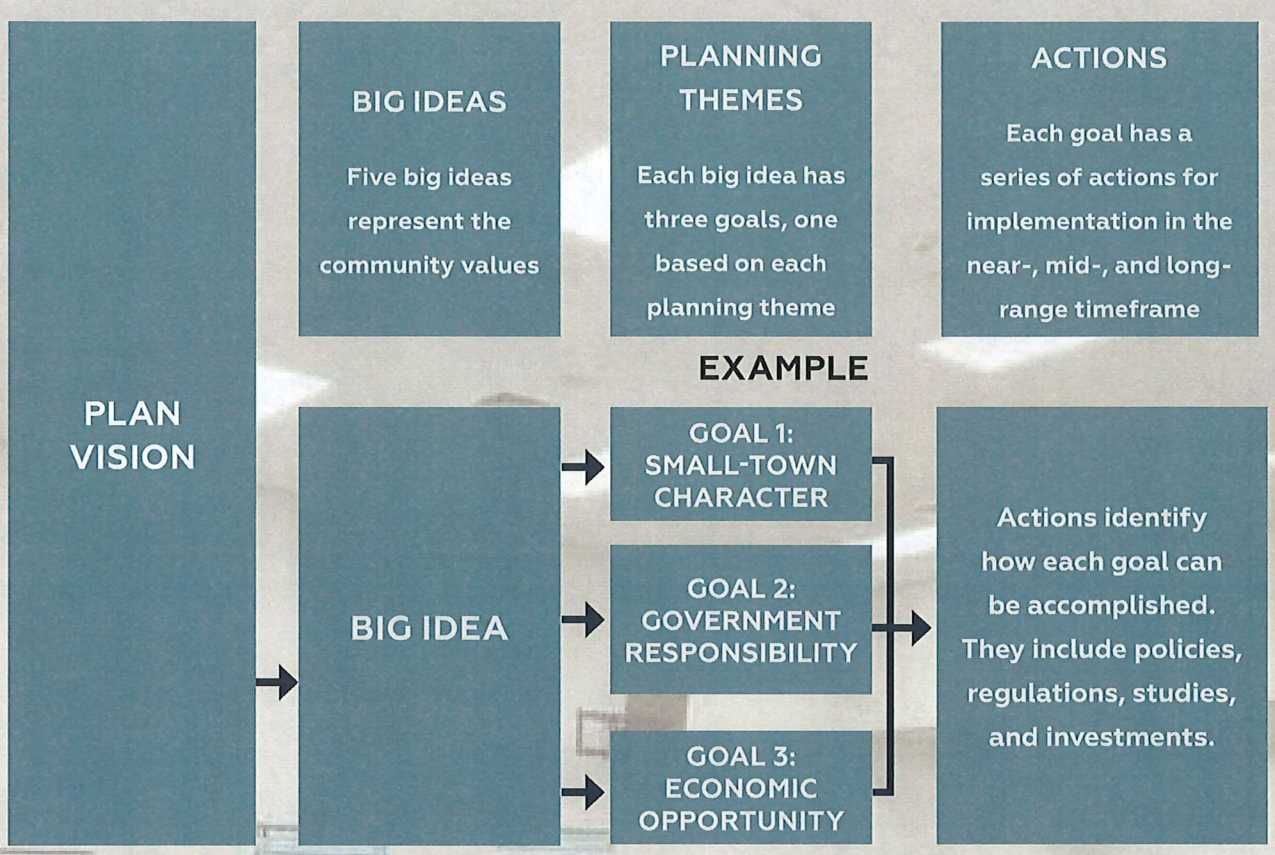
Government transparency is extremely important to residents. To establish trust, the City must communicate promptly and accurately. Residents want to be well-informed and provided with high quality and reliable public services and facilities.

ECONOMIC OPPORTUNITY

Economic Opportunity plans for thriving economic conditions that will help Canton flourish. A prosperous economy supports existing and new small businesses. A vibrant small business environment is crucial to preserving the small-town feel.

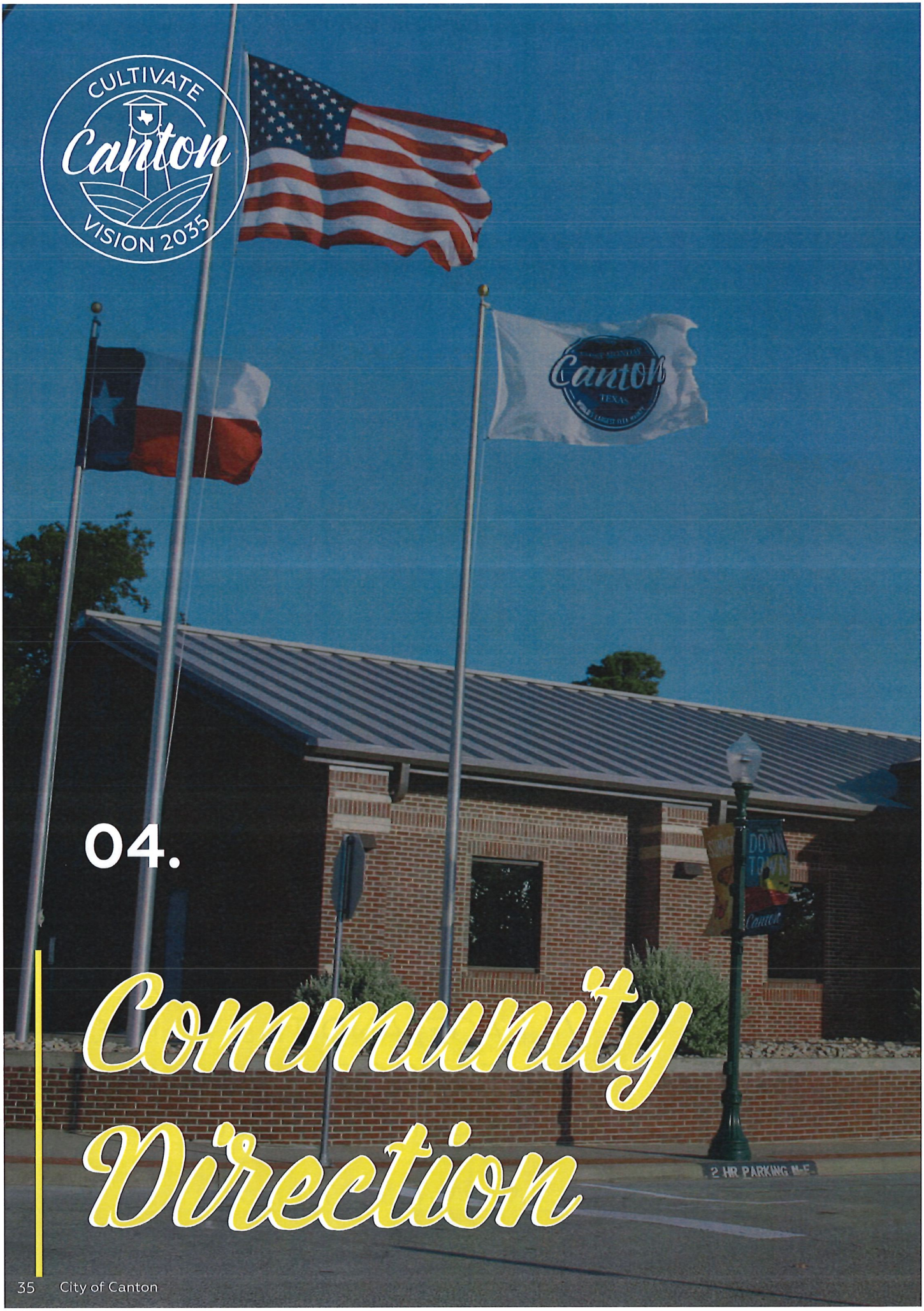
Growth in the medical, industrial, and business industries will provide a range of job opportunities aside from the retail and market-based economy that exists in Canton today. Growing the tourism and trade sectors, beyond First Monday Trade Days, will continually attract visitors to Canton's downtown and support its local, creative economy.

Plan Structure

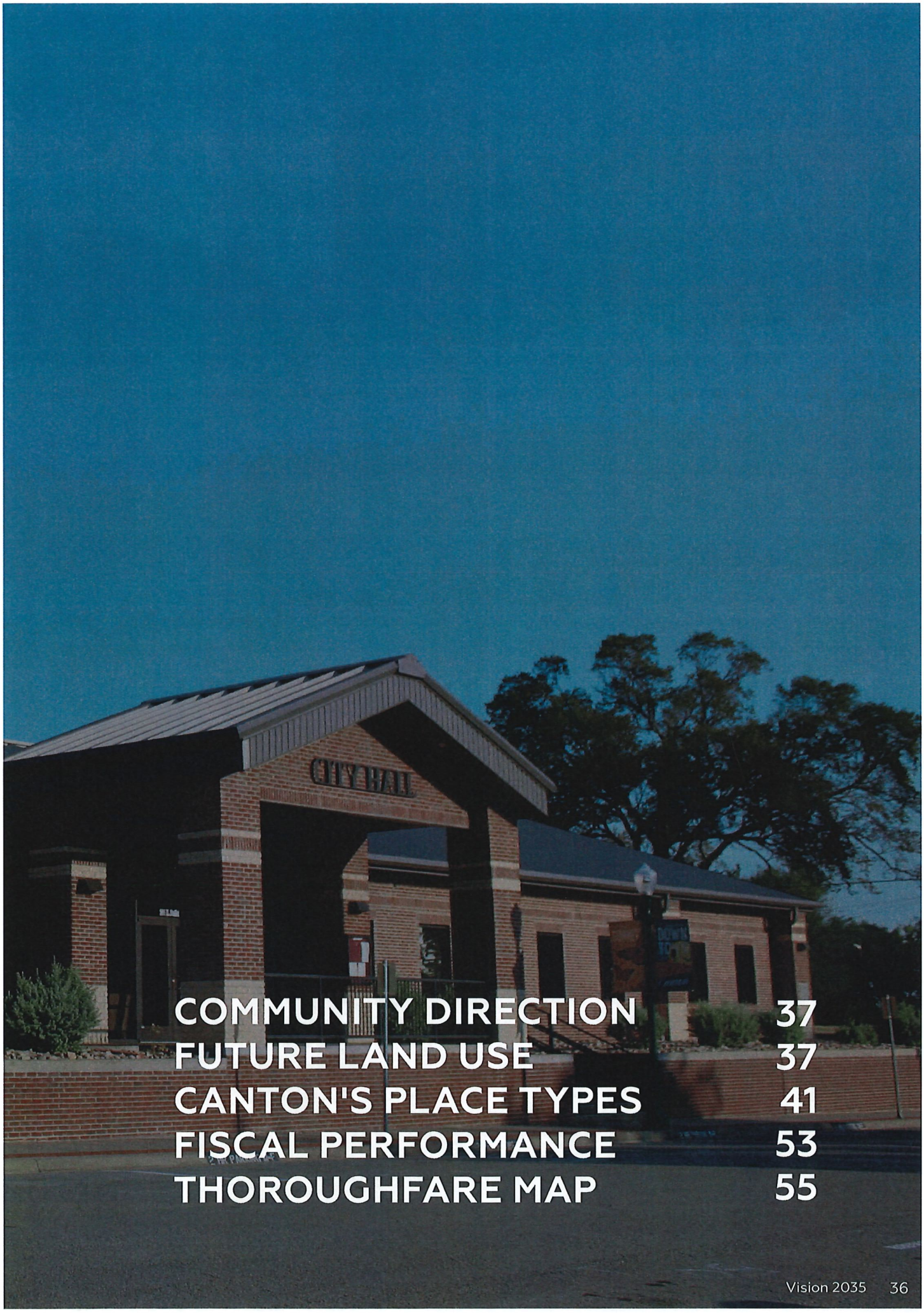


"WE LIVE IN A PLACE WHERE EVERYONE KNOWS YOUR NAME; IT TAKES A VILLAGE, AND THE VILLAGE COMES TOGETHER TO HELP EACH OTHER IN NEED."

- CANTON RESIDENT (2023)



04. Community Direction



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Community Direction

Community direction is the graphic guide to development patterns in Canton and contains the Future Land Use Map and Thoroughfare Plan. These were developed using a 'character-based' approach that uses existing land use patterns and the community's vision to define the desired character of growth and development. More than land use, a 'character-based' approach focuses on the character of building and site design as well as scale of development. This approach will guide Canton toward achieving desired growth patterns to preserve its small-town charm.

The thoroughfare plan provides recommendations on how to improve mobility around Canton, including where new roadways should be located to facilitate travel flow, and what kind of characteristics should be included within the roadway cross-sections.

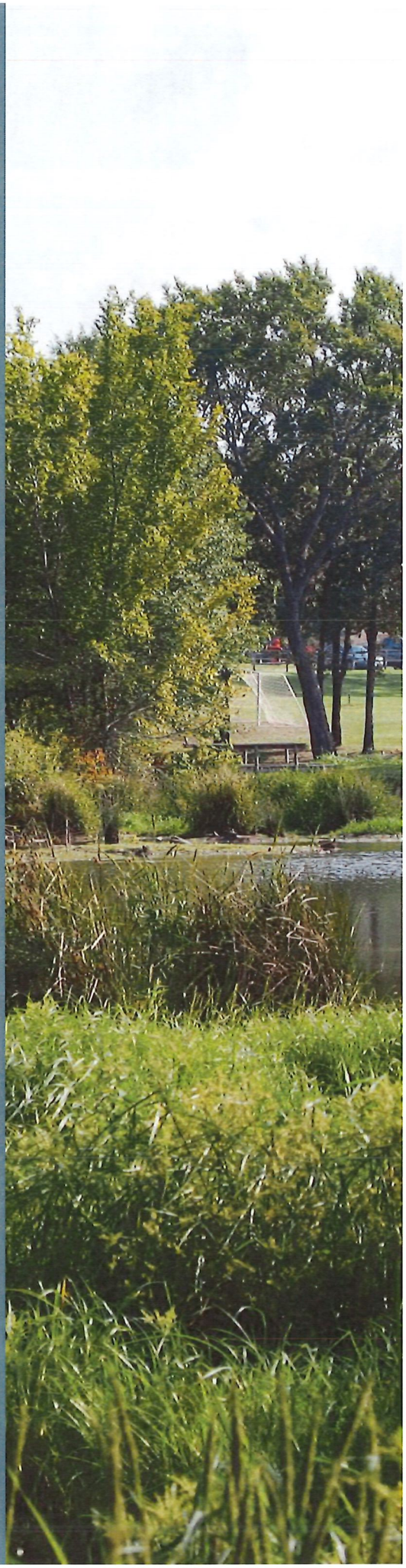
Future Land Use

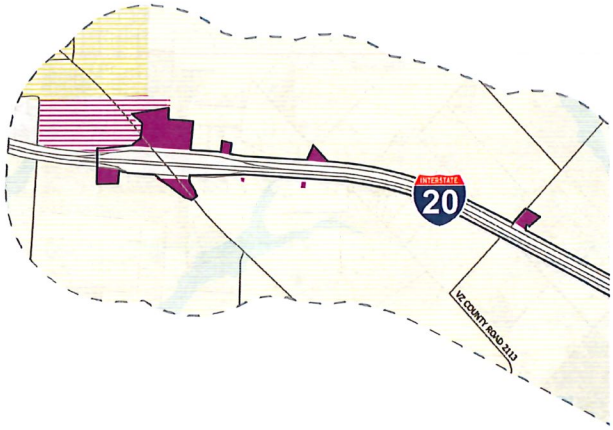
INTERPRETATION AND USE OF THE FUTURE LAND USE MAP

The future land use map uses place types to describe the future character, development intensity, and distribution of land use within the city limits and the ETJ. It should be used by staff, appointed officials, and elected officials to inform zoning requests and regulatory updates. The map should be amended from time to time as development conditions and growth patterns change. The map does not bear the same legal weight and standing as the zoning code, and does not replace zoning districts or regulations.

PROCESS TO AMEND THE MAP

If a development request does not align with the future land use map, a comprehensive plan amendment process needs to take place prior to initiation of the rezoning process. City staff will decide based off the direction outlined in the comprehensive plan. When considering a comprehensive plan amendment, the potential impact to the surrounding area and compatibility of adjacent land uses should be assessed.





WHAT IS A PLACE TYPE?

The plan uses a 'character based' approach to land use and development patterns. This approach looks beyond the basic use of land to also consider building and site design characteristics - including development intensity and form, appearance, and physical arrangement - to present the preferred image of the area over time.

RURAL PLACE TYPES

Rural place types are sparsely developed areas that include large amounts of open space. These areas may include low-density residential, agricultural uses, and floodplains. The areas are typically serviced by well water and septic and have rural roadway characteristics (i.e., drainage ditches).

SUBURBAN PLACE TYPES

Suburban place types reflect contemporary development patterns with generally discontinuous land uses such as low to moderate-density single-family residential, commercial and retail centers, and professional offices. These areas are typically serviced by auto-oriented roadways,that include sidewalks.

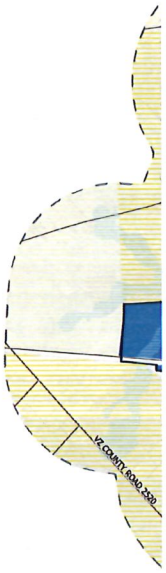
WALKABLE PLACE TYPES

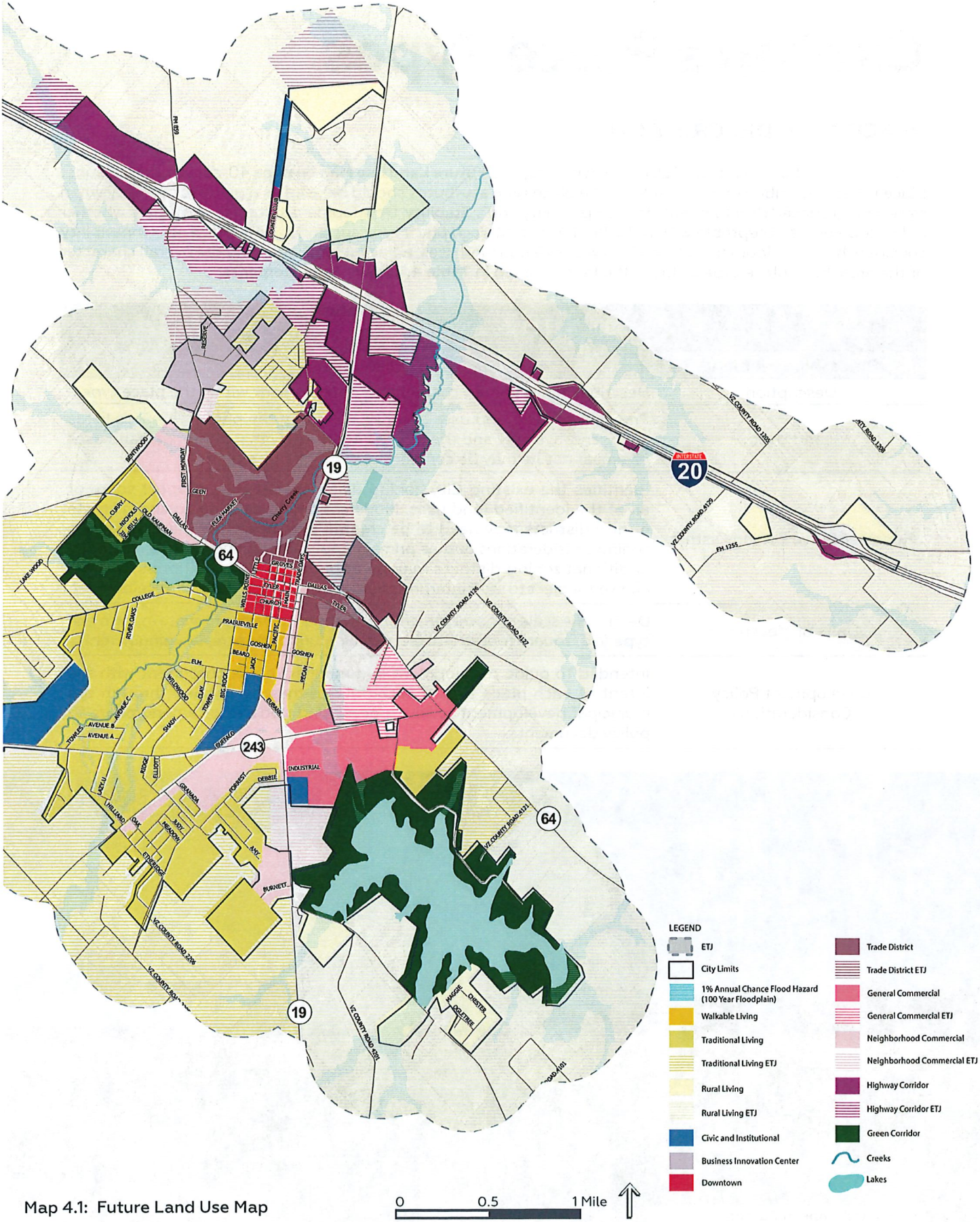
Walkable place types include a mixture of development intensities and types to support a vibrant and dynamic area, including medium to high-density residential, retail, professional services, entertainment, and tourism related uses. These areas are intended to create an environment to support walkability through a connected and gridded roadway and pedestrian network.

SPECIAL DISTRICT PLACE TYPES

Special District place types have unique characteristics that are not defined by any one character and therefore do not fall into the other categories. These include public facilities, greenways and floodplains, and the trade district. These place types should be utilized in a manner that supports the character of the surrounding community and enhances the overall quality of life.

PLACE TYPE	% of City
RURAL PLACE TYPES	
Rural Living	8.53%
SUBURBAN PLACE TYPES	
Traditional Living	26.46%
Highway Corridor	12.59%
General Commercial	3.78%
Business & Innovation	2.67%
WALKABLE PLACE TYPES	
Walkable Living	1.65%
Downtown	1.26%
Neighborhood Commercial	7.11%
SPECIAL DISTRICT PLACE TYPES	
Trade District	11.26%
Civic & Institutional	3.46%
Green Corridor	21.23%





Map 4.1: Future Land Use Map

Canton's Place Types

PLACE TYPE DESCRIPTIONS

Canton's Future Land Use Map (FLUM), shown in **Map 4.1, Future Land Use Map** on page 40, consists of 11 distinct place types, described on pages 42-52. The place type attributes should be used as a guide for the City when reviewing proposed developments for compatibility and suitability. Development suitability considers whether a development is acceptable within the land uses that each place type supports. Development compatibility considers how development will conform with existing land uses, adjacent land uses, and the overall character of the area. Each place type includes the factors listed in **Table 4.1, Place Type Elements**.

Table 4.1 | Place Type Elements

Place Type Element	Description
Description	Describes the preferred character of development within the place type.
Land Uses	Provides general land uses appropriate within the place type. This list is representative only and the City may determine that additional land uses of similar nature may be compatible with the place type.
Representative Zoning District	Identifies the existing City zoning districts that may support some or all of the identified land uses. Modifications to existing zoning districts or new districts may need to be created to support the place type. The zoning considerations outline primary applicable zoning districts, however, additional zoning districts may be appropriate as conditional uses are allowed subject to staff interpretation, location, and adjacent development.
Units of Measure	Defines the scale of development the that would be appropriate in the place type (e.g. square footage, acres, dwelling units per acre, building height).
Development Policy Considerations	Intended to guide development in a manner that is consistent with the intent of each place type. These policies may be applied through the municipal development review process and updates or amendments to policy documents.

Rural Landscape in Canton

Rural Living

PLACE TYPE DESCRIPTION

Rural Living provides for low-density residential and agricultural land uses including ranches, large-lot single family developments, and cluster developments. Areas are reserved for resource conservation or open space preservation.

Rural Living

LAND USES

- Single-family dwellings (detached) on acreage lots
- Agriculture or ranch land
- Undeveloped land
- Limited commercial services

UNITS OF MEASURE

Minimum lot area: 5 acres (residential)

ZONING CONSIDERATIONS

- Rural Agricultural (RA)

Rural Estate

DEVELOPMENT POLICY CONSIDERATIONS

- Preserve green spaces to maintain the city's agrarian character.
- Promote cluster development techniques to maximize land conservation.
- Locate residential development in a manner that does not disrupt the economic vitality of agriculture operations.
- Encourage development with deep setbacks, wide spaces between driveways, and larger lots to support a rural character.
- Roadways in this area represent a rural characteristic with bar ditches and typically do not have sidewalks unless identified on a trails master plan.
- Allow limited, agriculture-related or neighborhood scale, commercial services at major intersections.

Rural Living Accessory Buildings

Traditional Living

PLACE TYPE DESCRIPTION

Traditional Living areas provide for low to moderate-density residential land uses mixed with commercial development along major corridors and at major intersections. A network of streets and sidewalks should provide connectivity within neighborhoods and to nearby commercial centers.

Single Family Residential

LAND USES

- Single-family detached
- Duplex, Triplex, Quadplex, Townhomes
- Personal services
- Neighborhood retail and office
- Schools, parks, and similar civic uses

UNITS OF MEASURE

Minimum lot area: 3,500 square feet (residential)

ZONING CONSIDERATIONS

- Single Family Detached Residential (R-1, R-2, R-3, R-4)
- Multi-family Residential (MF-1)
- Manufactured Home District (MH) - limited
- Local Business District (B-1) - limited

Neighborhood Retail

DEVELOPMENT POLICY CONSIDERATIONS

- Provide a diversity of residential building types, lot sizes, density ranges, and architectural styles.
- Setbacks should be medium depth with sidewalks in front of yards to provide neighborhood connectivity.
- Provide a connected network of streets, trails, sidewalks, and green spaces.
- Utilize green infrastructure and site design to protect and preserve the floodplains.
- Concentrate any commercial development at intersections along major thoroughfares and provide appropriate buffers between other uses. Promote shallow setbacks at intersections and locate parking areas behind front building lines.

Multi-Family Residential

Highway Corridor

PLACE TYPE DESCRIPTION

Highway Corridors are primary channels of commerce and transit, including I-20 and SH-19. These corridors connect Canton to the greater region, promoting commercial activity, tourism, and access to services focused around automobile travel and access. Uses include regional and large scale commercial, overnight accommodations, retail, commercial, and similar non-residential uses.

Quick Stop Dining Options

LAND USES

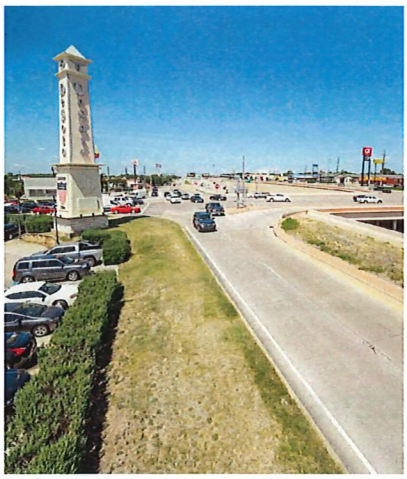
- Auto-oriented commercial uses (i.e. gas stations, truck stops)
- Overnight accommodations
- Fast food and convenience services
- Multi-family

UNITS OF MEASURE

Minimum lot area: 20 Percent Floor Area Ratio

ZONING CONSIDERATIONS

- General Business District (B-2)
- Gateway District (GD)
- General Industrial (GI-1)
- Multi-family Residential (MF-2)


Major Roadway Intersection

DEVELOPMENT POLICY CONSIDERATIONS

- Promote retail and services that support tourism and travel related uses along the I-20 corridor.
- Consider setbacks and parking area requirements to increase visibility and protect the quality of development.
- Require appropriate buffers from major rights-of-way, enhance landscape islands in parking areas, and increase open space preservation.
- Ensure proper vehicular access across developments between developments.
- Allow limited multi-family to generate and sustain demand for commercial and to act as a transition to less dense development.
- Avoid development within 100-year floodplains.
- Utilize green infrastructure and site design practices to mitigate stormwater run-off.

Small Hotel on Corridor

General Commercial

PLACE TYPE DESCRIPTION

General Commercial is defined by large retail, entertainment, overnight accommodations, and professional services, often located in multi-tenant shopping centers or office buildings. While the primary access to the centers is auto-oriented, a network of sidewalks internal and along the roadway provide alternative access to the centers.

Shopping Center

LAND USES

- General retail and restaurants
- Professional offices
- Shopping centers
- Hospitality services
- Civic services

UNITS OF MEASURE

Minimum lot area: 5,000 square feet to 10,000 square feet

ZONING CONSIDERATIONS

- Local Business District (B-1)
- General Business District (B-2)
- Restricted Professional Office (RPO)
- Multi-Family 2 (MF-2)

Shopping Center

DEVELOPMENT POLICY CONSIDERATIONS

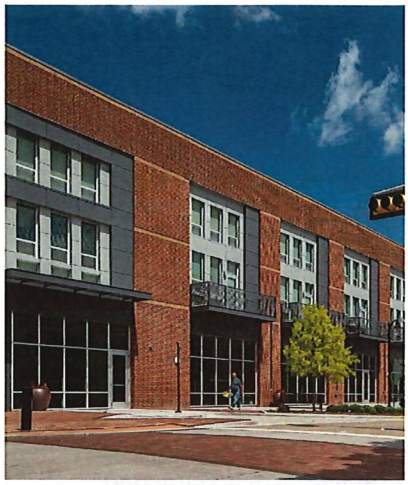
- Preserve major thoroughfare corridors by requiring cross-access between parcels and evaluating driveway distance standards to reduce conflicts with through traffic.
- Avoid development within 100-year floodplains.
- Utilize green infrastructure and site design practices to mitigate stormwater run-off.
- Create a network of convenient pedestrian and bicycle facilities and public spaces between the parking areas, on-site buildings, and surrounding development.
- Maximize tree cover along pedestrian corridors in association with public gathering spaces, and within parking areas to break up a "sea of cars".
- Enhance building frontages and design standards to encourage pedestrian activity.

Professional Office Building

Business & Innovation

PLACE TYPE DESCRIPTION

The Business and Innovation Center is intended for concentrations of businesses in a business park, concentrations of warehouses, manufacturing, or other similar light industrial uses. These centers should be located along major arterial roadways that support access to the region.



Office Complex

LAND USES

- Light industrial
- Wholesale trade
- Commercial services
- Professional offices

UNITS OF MEASURE

Minimum lot area: 10,000 square feet

ZONING CONSIDERATIONS

- Restricted Professional Office (RPO)
- General Industrial (GI-1)
- General Business District (B-2)

Medical Center

DEVELOPMENT POLICY CONSIDERATIONS

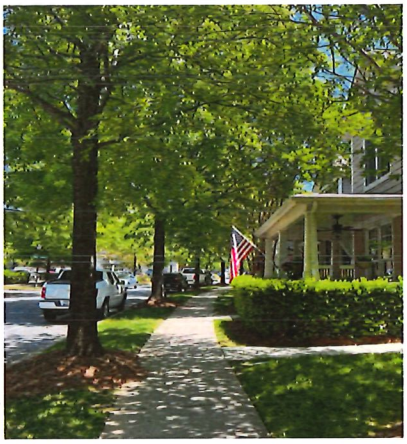
- Preserve major thoroughfare corridors by requiring cross-access between parcels and evaluating driveway distance standards to reduce conflicts with through traffic.
- Avoid development within 100-year floodplains.
- Utilize green infrastructure and site design practices to mitigate stormwater run-off.
- Encourage both pedestrian and motorist accessibility to, and within, centers.
- Incorporate small areas for gathering within developments.
- Require appropriate buffers from major rights-of-way, enhance landscape islands in parking areas, and increase open space preservation.
- Maximize tree cover along pedestrian corridors in association with public gathering spaces, and within parking areas to break up a "sea of cars."

Warehouse

Walkable Living

PLACE TYPE DESCRIPTION

Walkable Living provides high connectivity through the street and pedestrian network. It is within a walkable distance to downtown or other activity centers. The residences in this place type are medium- to high-density and include single-family, townhomes, duplex/triplexes, low-rise multi-family, and mixed-use buildings consistent with the character of the area. Limited neighborhood scale non-residential uses may be appropriate along major roadway corridors.



Walkable Single-Family Street

LAND USES

- Low rise multi-family dwellings
- Single-family detached
- Duplex, triplex, quadplex, townhomes
- Accessory dwelling units
- Mixed-use
- Neighborhood retail and office

UNITS OF MEASURE

Minimum lot area: 2,000 square feet (residential)

ZONING CONSIDERATIONS

- Single Family Residential (R-3)
- Multi-family (MF-1, MF-2)
- Restricted Professional Office (RPO)
- Local Business District (B-1)
- Gateway District (GD)

Multi-family apartments

DEVELOPMENT POLICY CONSIDERATIONS

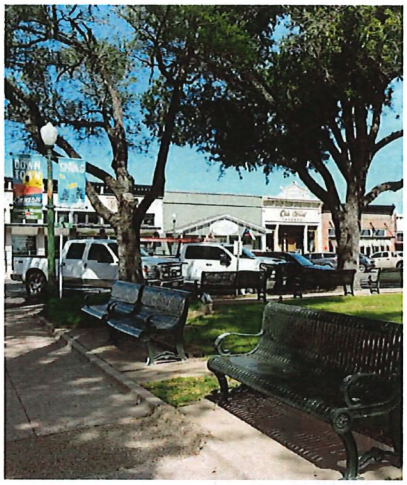
- Promote diverse housing options that maintain the historic lot and block sizes.
- Update the Land Development Regulations to allow for smaller lots sizes for attached single-family and multi-family residences.
- Ensure that new development incorporates public realm enhancements such as sidewalks and street trees.
- Enhance pedestrian mobility and safety along a gridded street network to provide alternative access to downtown and other community areas.
- Allow neighborhood scale commercial and office uses at major intersections near non-residential districts (i.e. close to downtown or the SH-19 corridor).
- Utilize green infrastructure and site design to protect and preserve the floodplains.

Attached single-family dwellings

Downtown

PLACE TYPE DESCRIPTION

Downtown is intended for a mixture of uses to keep the downtown area vibrant and dynamic, including retail, commercial, entertainment, professional services, offices, overnight accommodations, and medium density residential. Development should be in harmony with the existing character and support adaptive reuse to maintain and restore historic character. Roadway characteristics should enhance pedestrian safety and access throughout the district and to surrounding areas.



Downtown Canton

LAND USES

- Mixed use
- Multi-family
- Single-family (attached)
- Commercial
- Civic
- Parks and open space

UNITS OF MEASURE

Building height: 3 stories

ZONING CONSIDERATIONS

- Local Business District (B-1)
- General Business District (B-2)
- Multi-family (MF-1, MF-2)

Small Scale Mixed-Use

DEVELOPMENT POLICY CONSIDERATIONS

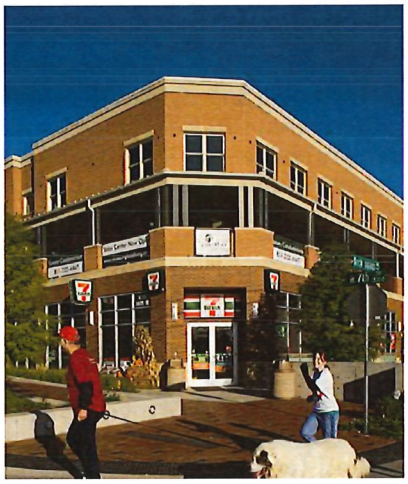
- Incorporate first floor retail with residential units on the second and third floors to support downtown businesses.
- Preserve historic character of existing buildings and encourage new development to match existing architectural character.
- Enhance the public realm and connections to surrounding areas to support walkability throughout downtown and to other areas.
- Incorporate wayfinding and signage with unique branding.
- Utilize civic plazas, courtyards, and similar spaces as public gathering places and urban green space to provide open spaces downtown and connect to the Trade Days area.
- Encourage a diversity of building types including multi-family, mixed-use, commercial and retail, overnight accommodations, and similar uses.
- Utilize green infrastructure and site design to protect and preserve the floodplains.

Public Realm

Neighborhood Commercial

PLACE TYPE DESCRIPTION

Neighborhood Commercial is defined by small scale retail, restaurant, and professional service uses that are often located in smaller multi-tenant buildings or standalone buildings. Medium-density multi-family, such as townhomes or duplex, may be appropriate as a buffer to surrounding lower-density residential areas. There should be connectivity to surrounding neighborhoods through a network of streets and sidewalks.



Corner Store Mixed-Use

LAND USES

- Service retail
- General retail
- Shopping centers
- Professional offices
- Places of assembly
- Medium-density attached single family

UNITS OF MEASURE

Minimum lot area: 5,000 square feet

ZONING CONSIDERATIONS

- Restricted Professional Office (RPO)
- Local Business District (B-1, B-2)
- Gateway District (GD)
- Multi-Family 1 (MF-1)

Storefront

DEVELOPMENT POLICY CONSIDERATIONS

- Encourage diversity in rental space sizes to allow small, local businesses to establish storefronts.
- Reduce off-street parking requirements by using on-street parking spaces and shared parking provisions where appropriate.
- Create a network of convenient pedestrian and bicycle facilities and public spaces between the parking areas, on-site buildings, and surrounding development.
- Avoid development within 100-year floodplains.
- Utilize green infrastructure and site design practices to mitigate stormwater run-off.
- Maximize tree cover along pedestrian corridors in association with public gathering spaces, and within parking areas to break up a "sea of cars."
- Enhance building frontages and design standards to encourage pedestrian activity.
- Locate parking areas behind building frontages and highlight the streetscape through the use of building design and facade requirements.

Restaurant

Trade District

PLACE TYPE DESCRIPTION

The Trade District supports a variety of tourism-based vendors and commercial uses, including entertainment, shopping, lodging, retail, recreation, and similar activities. The Trade District places emphasis on the trade industry unique to Canton's identity and culture. There should be an interconnected pedestrian network throughout the district and connecting to adjacent areas.

Outdoor Market

LAND USES

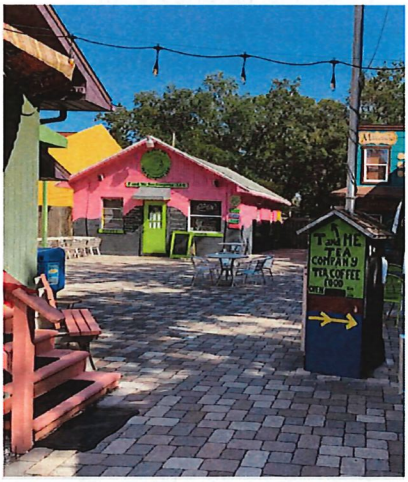
- Commercial
- Mixed use
- Overnight accommodations

UNITS OF MEASURE

Minimum lot area: N/A

ZONING CONSIDERATIONS

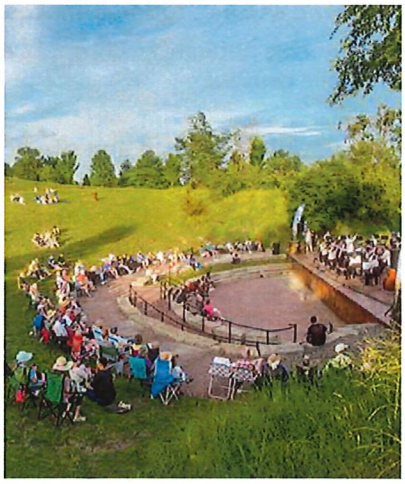
- First Monday Business (FMB-A1, FMB-A2)
- Gateway District (GD)
- General Business District (B-2)



Local Marketplace

DEVELOPMENT POLICY CONSIDERATIONS

- Prioritize pedestrian access and safety throughout and to the surrounding community, especially Downtown Canton to support local small businesses.
- Provide transitions in development scale between the major thoroughfares and surrounding neighborhoods, including densities and intensities, as well as appropriate landscape buffers.
- Provide public spaces, pocket parks, and similar public gathering spaces that are shaded and accessible year-round.
- Mitigate flood impacts through using green infrastructure and site design practices.
- Maximize tree cover along pedestrian corridors in association with public gathering spaces, and within parking areas to break up a "sea of cars."



Outdoor Amphitheater

Civic & Institutional

PLACE TYPE DESCRIPTION

The Civic and Institutional place type includes public facilities and schools. These areas should be integrated into the surrounding community where possible.

Public Safety Services

LAND USES

- Colleges and universities
- Public and private schools
- Civic uses (government buildings, libraries, etc.)
- Public utilities (treatment plants, regional retention, etc.)

UNITS OF MEASURE

N/A

ZONING CONSIDERATIONS

- All districts

Educational Institutions

DEVELOPMENT POLICY CONSIDERATIONS

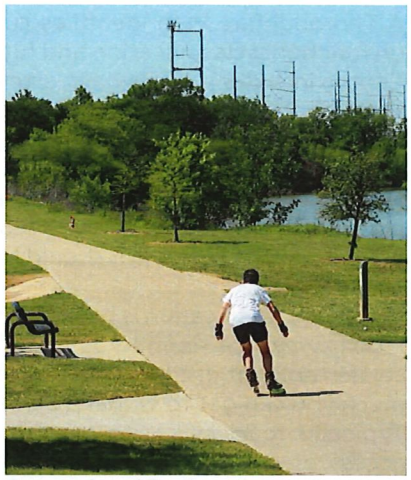
- Encourage development in areas that have the space for potential future expansions and are in areas where there is a gap in services.
- Promote the construction of gathering spaces (such as plazas or parks) in civic and institutional spaces.
- Maximize pedestrian corridors and connections to schools, parks, and public centers.
- Avoid development within 100-year floodplains and mitigate using green infrastructure and site design practices.
- Maximize tree cover along pedestrian corridors in association with public gathering spaces, and within parking areas to break up a "sea of cars."
- Provide primary vehicular access points from major thoroughfares.

Public Library

Green Corridor

PLACE TYPE DESCRIPTION

Green Corridors are areas designated for open space and natural areas such as floodplains. This place type can be used for greenways, trail development, preservation, and flood mitigation.



Recreational Trail

LAND USES

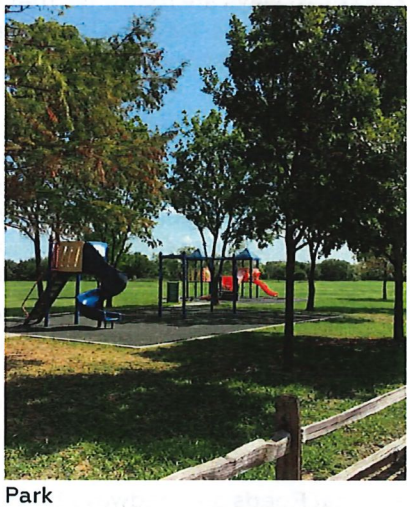
- Open space
- Trail corridors
- Floodplains and waterways
- Conservation areas
- Nature preserves
- Parks

UNITS OF MEASURE

N/A

ZONING CONSIDERATIONS

- All districts



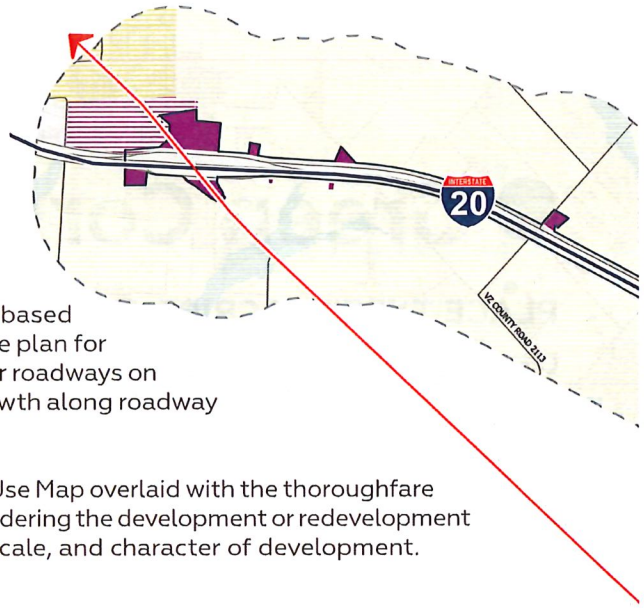
Park

DEVELOPMENT POLICY CONSIDERATIONS

- Encourage land preservation and open space to connect residents to parks and nature while protecting civic assets.
- Create a trail network to connect the City through the green corridor.
- Avoid development within 100-year floodplains, aside from trail or passive uses, and mitigate surrounding parking and recreation areas using green infrastructure and site design practices.
- Partner with developers to protect green corridors and limit development within environmentally sensitive areas.

Open Space

Thoroughfare Plan



A Thoroughfare Plan identifies current and future roadways based on functional classification and future needs. The thoroughfare plan for Canton includes expressways, arterials, and collectors. All other roadways on the plan are local roads. The characteristics of the physical growth along roadway corridors should influence the design of roadways.

Map 4.2 Future Thoroughfare System depicts the Future Land Use Map overlaid with the thoroughfare plan. Utilizing both maps simultaneously is important when considering the development or redevelopment of an area. The roadways should be appropriate for the size, scale, and character of development.

Roadway classification is based on mobility and access. Mobility can be defined as how far you can go in a certain amount of time. Accessibility is related to how much you can get to within a defined amount of time. Typically, roadways with greater mobility have less access, and vice versa. **Figure 4.1, Mobility and Access Relationship** represents the relationship between the two and relates them to functional classification.

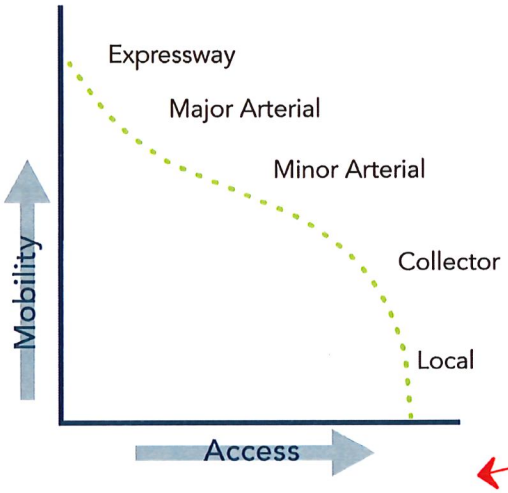


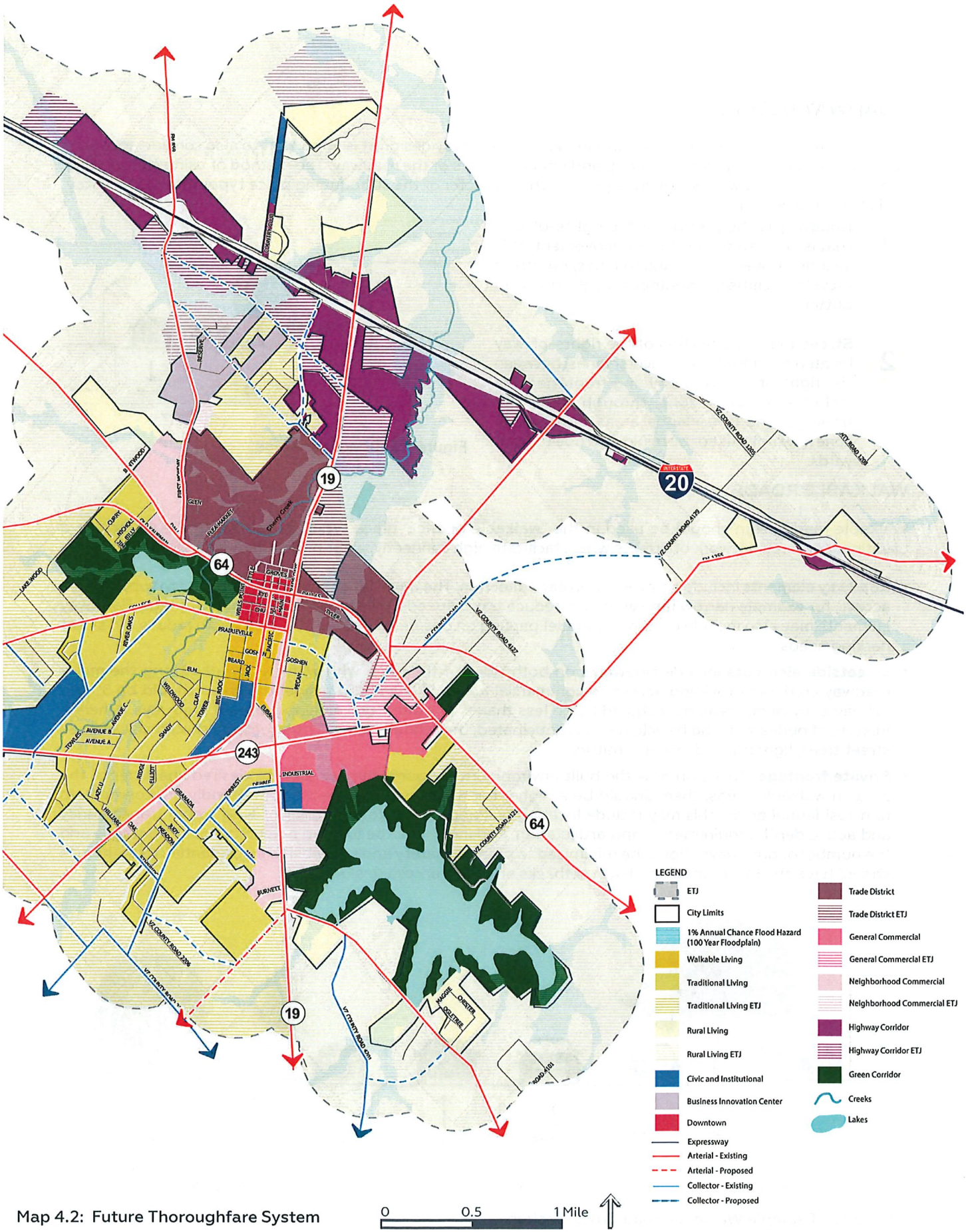
Figure 4.1: Mobility and Access Relationship

- **Expressways** are roadways that enable high-speed, long distance travel. These roadways are access controlled and connect to the larger region, state, and country.
- **Arterials** are major and minor roadways that provide mobility within a city and to surrounding areas. These roads are typically longer and have relatively higher speeds to enable travel between communities. The primary purpose of arterials is moving vehicles, with a secondary purpose of providing access to properties.
- **Collectors** are roadways that provide access within a city. These roads are typically used to connect residents to destinations and arterial roadways. Speeds should generally be lower, and there will be more driveways and side streets providing access from local roads.
- **Local Roads** are roadways that provide the greatest access to properties. The roads should have the slowest speeds and the lowest volumes of traffic.

USE OF THE THOROUGHFARE MAP

The thoroughfare plan should be used by City staff and community leaders to guide the design and construction of city streets and to secure rights-of-way for future streets before, or in conjunction with, new development. City staff should work with developers on when projects trigger the development of collector or arterial roads outside of those identified on the thoroughfare plan. As circumstances change, or development and redevelopment occur, there may be instances where the city seeks to amend the thoroughfare map. Plan amendments should be approved by City Council, and in coordination with Van Zandt County and the East Cental Texas Central Council of Governments (ECTCOG).

SH-19 is an arterial corridor that stretches through Canton. It passes through multiple place types and should have different elements to support the surrounding character of development.



Map 4.2: Future Thoroughfare System

ROADWAY DESIGN

While functional classification is a standard used for roadway design, it is important to also consider location, character of surrounding development, and intended users of the roadway. The method of using surrounding context to guide roadway design incorporates the character of the surrounding place types into the roadway and streetside design.

1 **Roadway** is the portion of the rights-of-way that is dedicated for vehicular movement. This includes travel lanes, parking lanes, on-street bicycle facilities, shoulders, and curb and gutters.

2 **Streetside** is the portion of the rights-of-way located outside of the vehicular lanes, between the right-of-way and building frontage. This includes the edge zone, through zone, and frontage zone. In residential areas, the frontage zone may not exist or be minimized due to front yards.

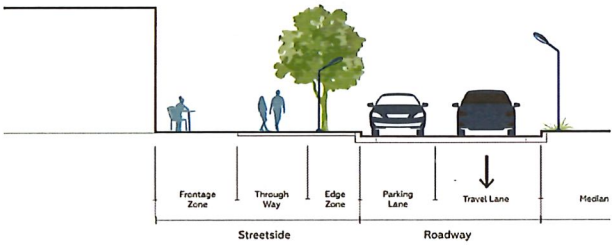


Figure 4.2: Roadway Areas

WALKABLE ROADS

Walkable road design should be used in the "walkable district" place types. These areas should include a traditional gridded network of streets which facilitate high connectivity for pedestrians and vehicles.

- **Roadway elements** include a travel lane in each direction. The travel lanes should be designed to support safe access, for example narrow lane widths to reduce travel speeds, bike lanes, or bike route signage. Roadway elements may also include on-street parallel parking on one or both sides of the street to reduce off-street parking needs.
- **Streetside elements** include sidewalks on both sides of the road, with wider sidewalks along the major roadway corridors providing access to commercial areas. Sidewalks in residential areas should be 5', and in heavier traveled areas they should be no less than 6' in width, such as along arterial roadways. Where a mixture of pedestrian and bicycle travel is anticipated, they should be 10'. The streetside should also include street trees, lighting, and street furniture.
- **Private frontages** focus on how the built environment supports the overarching desired character of the area. In walkable areas, there should be a higher focus on creating a pedestrian-friendly environment. In non-residential areas, this may include locating buildings closer to the rights-of-way, higher transparency and active depth requirements, and articulation. Parking should be located behind building frontages and the number of driveways should be minimized to promote safety and walkability. In residential areas, homes should have shallow to medium depth setbacks and have access to sidewalks.

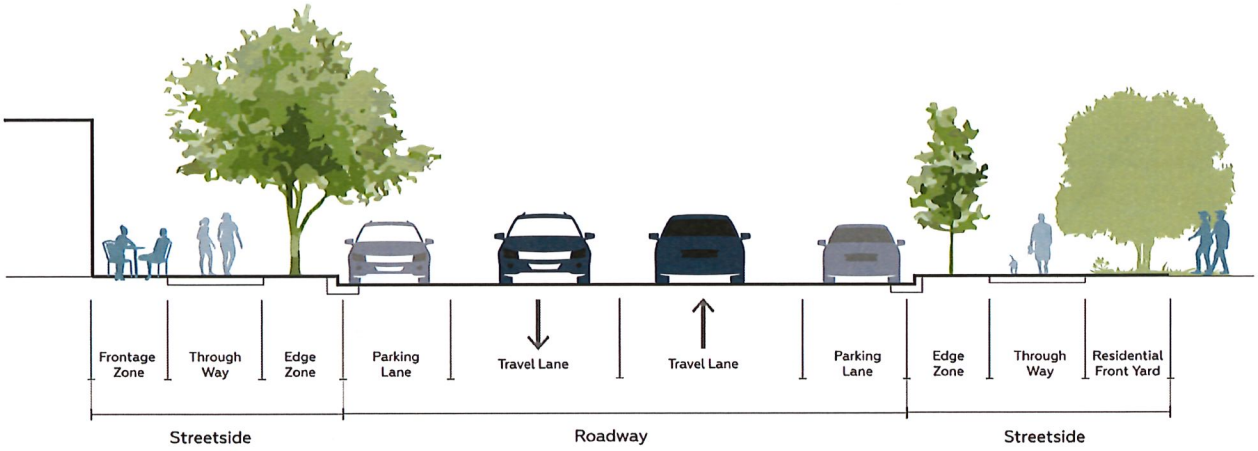


Figure 4.3: Example Walkable Road Cross-Section

SUBURBAN ROADS

Suburban road design should be used in the "suburban district" place types. These types of roads most closely resemble the roads in Canton today. Travel focus is primarily on vehicular movement, however, design elements should still provide safe pedestrian access.

- **Roadway elements** include at least one travel lane in each direction. The travel lanes should be designed to support the movement of vehicles. A raised median may be appropriate on streets with higher classifications or to enhance the aesthetics of the road. On-street parallel parking on one or both sides of the street may be appropriate on lower classification roads.
- **Streetside elements** include sidewalks on both sides of the road, with wider sidewalks along the major roadway corridors providing access to commercial areas. Sidewalks in residential areas should be 5', and in heavier traveled areas they should be no less than 6' in width, such as along arterial roadways. Where a mixture of pedestrian and bicycle travel is anticipated, they should be 10'. The streetside should also include street trees, lighting, and street furniture.
- **Private frontages** focus on how the built environment supports the overarching desired character of the area. In non-residential areas, buildings may not be located as close to the rights-of-way, and you may see more standard strip commercial development. Parking should be buffered by landscaping. In residential areas, homes should have medium depth setbacks and have access to sidewalks.

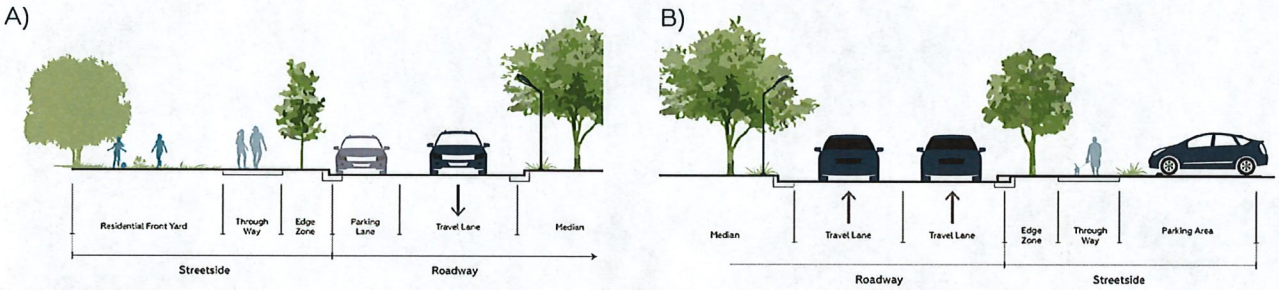


Figure 4.4: Example Suburban Road Cross-Section A) Residential and B) Commercial

RURAL ROADS

Rural road design should be used in the "rural district" place types. These areas facilitate travel to agricultural areas, and extend beyond the city's limits to surrounding areas. The primary focus of rural roads are automobile travel, but multi-modal travel should still be accommodated where appropriate.

- **Roadway elements** include a travel lane in each direction. The travel lanes should include wide shoulders that can support bicycle travel. Open drainage systems are used to collect and disperse stormwater runoff.
- **Streetside elements** should include a sidewalk or trail, particularly where the roadways connect to destinations such as commercial centers, schools, or parks.
- **Private frontages** in rural areas have deep setbacks, and due to the size of lots within this area there are far distances between driveways.

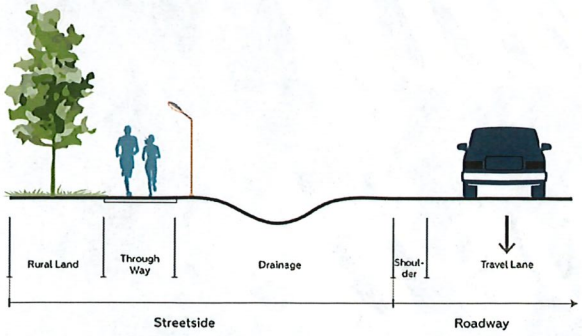
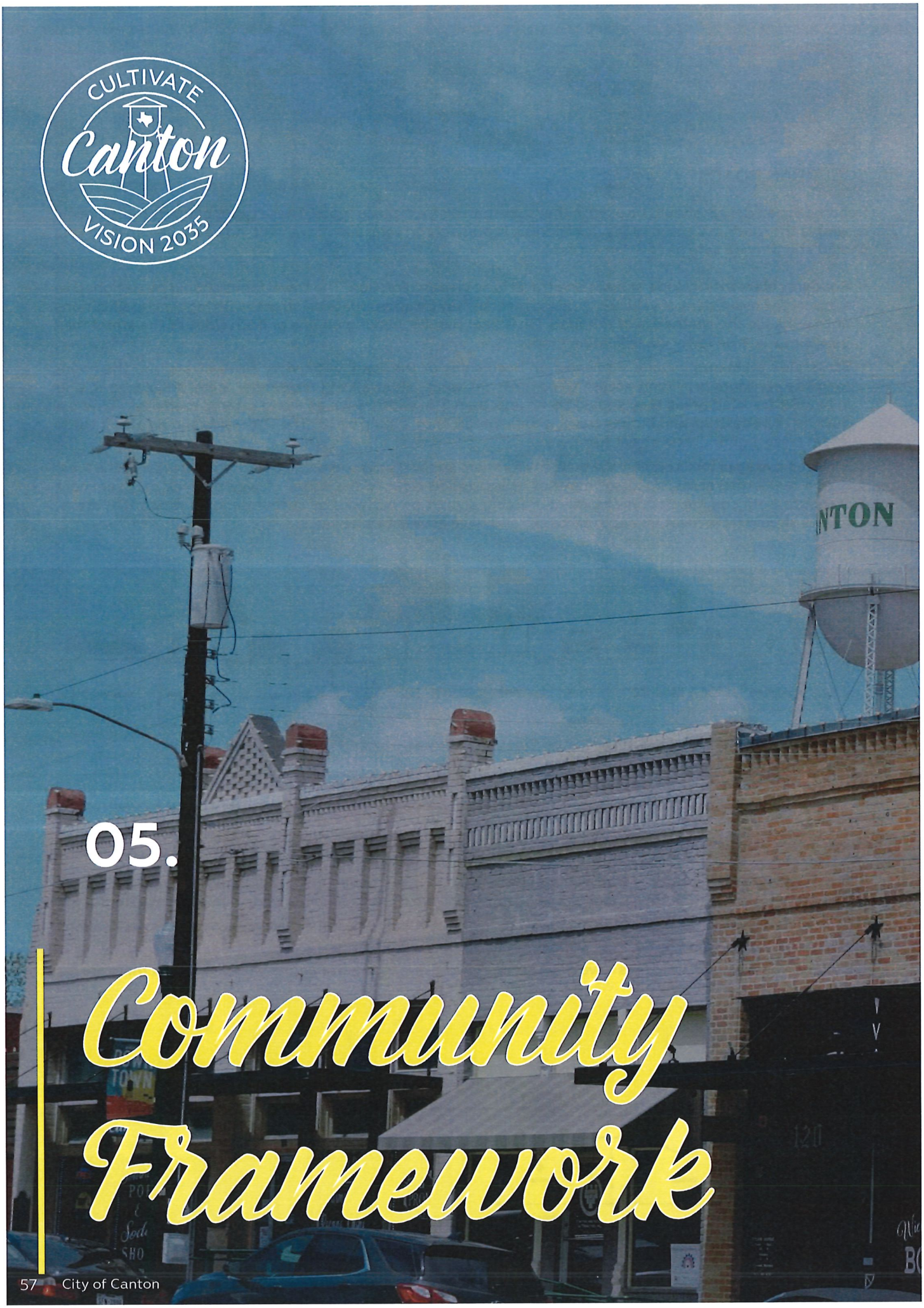
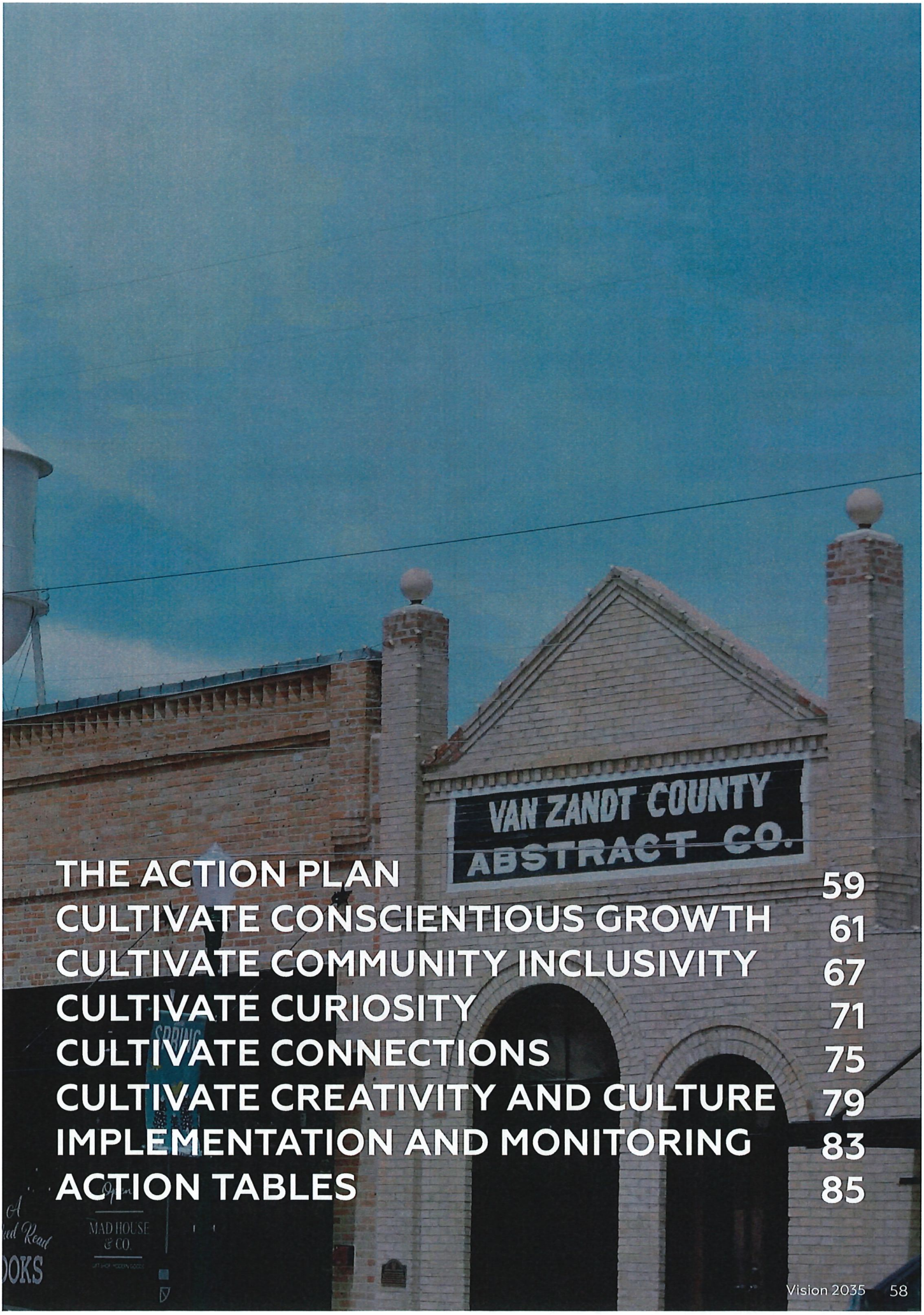


Figure 4.5: Example Walkable Road Cross-Section



05. Community Framework



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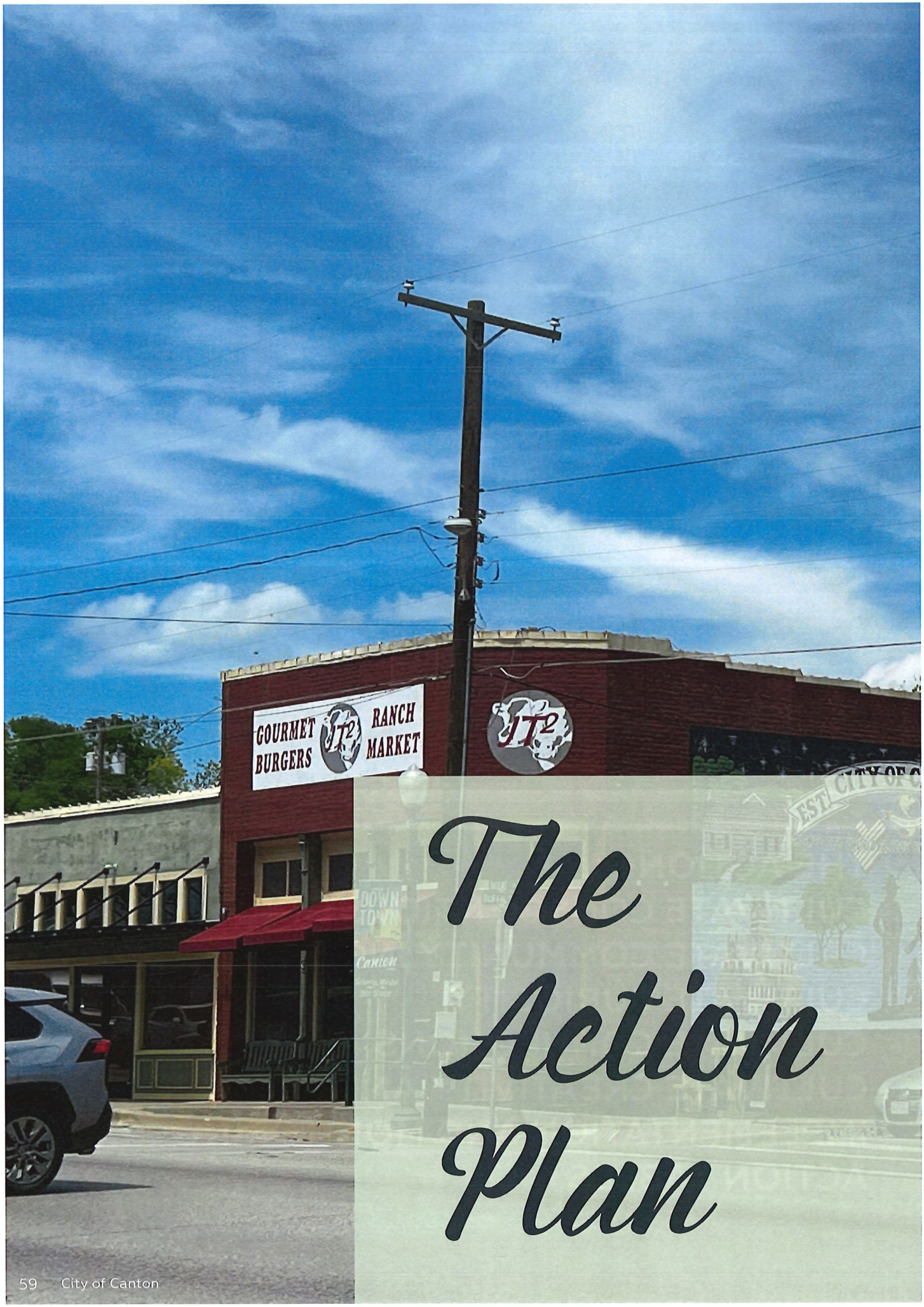


The Action Plan

The action plan will guide land use decisions, capital investments, policies, and programs through the planning horizon and beyond. As Canton continues to attract residents relocating out of larger metroplexes, it is important to plan for growth proactively. This plan is a tool that can be amended over time to ensure it meets the needs of the community and maintains the "small town feel" that is critical to Canton's identity.

The action plan transforms the overarching plan's vision and goals into a number of actionable strategies that may be put into practice over time. The following pages describe each of the components included in the action tables.

Cultivate
Conscientious Growth

Canton will preserve its small-town charm and character through planning for future growth to support the livability of the community and enhance public resources. Growth will be targeted in locations that maximize public services and support the needs of the community.

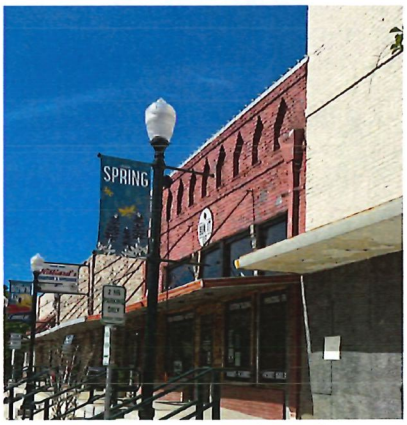
In order to maintain the small-town character of Canton, the City will need to evaluate where growth occurs, and how to continue to provide quality services to accommodate a growing population and city limits. Growth strategies should maximize the use of existing city infrastructure in undeveloped or under-developed areas to utilize existing city services. As the City expands, it will be important to plan for the expansion of public infrastructure while preserving Canton's character.

Present Obstacles:

- Growth over the last few decades has led to a greater separation of uses, which requires more vehicular trips at longer distances.
- The city's water source comes from one main reservoir, which limits capacity for future growth.
- Since many of the major roadways through Canton are managed by TxDOT, the City has limited ability to make improvements.
- The Downtown Action Plan was adopted in 2018, but there has been limited funding to implement plan recommendations.
- Businesses in Downtown Canton have inconsistent business hours, resulting in a loss of revenue for owners and the City.
- Even though First Monday Trade Days attracts thousands of visitors each month, Downtown Canton businesses do not typically see improved sales during these weekends.

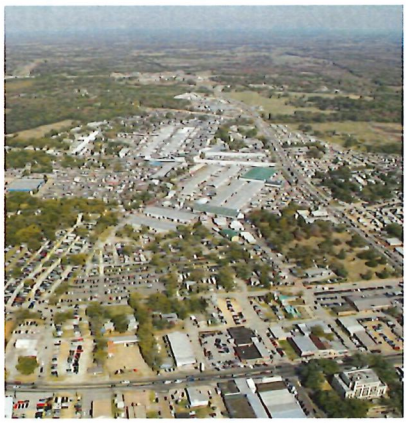
Aspirations:

- Create a second reservoir to allow for continued growth and provision of high-quality public services.
- Ensure zoning and development regulations reflect the type and character of development desired throughout the City.
- Beautify the SH-19 corridor from I-20 through Downtown Canton and connect Trade Days and Downtown.
- Acquire strategic properties throughout Canton to support economic development, focused growth, and placemaking.
- Plan for the acquisition of land in the ETJ or future growth areas (such as around a future reservoir) to expand public services and offerings.



Downtown Canton's charm supports small-town character.

Small businesses make up the downtown square.


While the Trade Days grounds are just north of Downtown Canton, few visitors venture to downtown on busy weekends.

GOAL 1: STRENGTHEN AND PROTECT THE SMALL-TOWN CHARACTER OF CANTON AS THE COMMUNITY CONTINUES TO GROW.

Canton's unique characteristics are what have attracted several generations to remain residents in the community. The residents embody shared values that unite them into the family-friendly, welcoming, neighborly community locals and visitors cherish. These are qualities that warrant preservation and uplift community pride.

Action 1.1: Evaluate future development proposals based on their consistency with the established place types and their relationship with surrounding land uses.

Action 1.2: Utilize small area plans to capture, preserve, and build upon the unique characteristics and needs of each area. Plan focus areas may include the Trade District, Downtown and surrounding areas, and along SH-243.

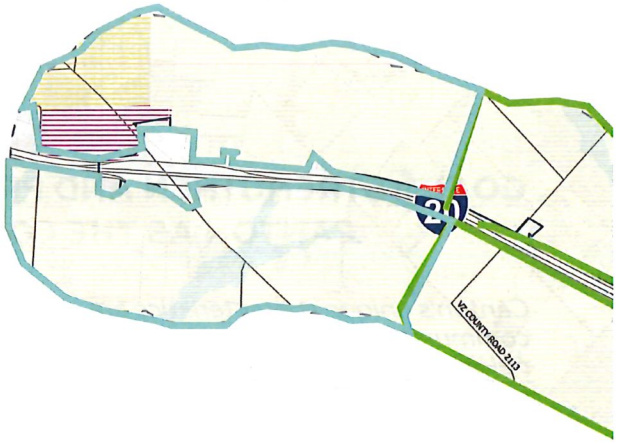
Action 1.3: Initiate an update to the Land Development Code to implement the policies in the Comprehensive Plan.

Action 1.4: Focus regional and automobile-travel activities (i.e., fast food chains, larger automobile service stations, etc.) within the Highway Corridor place type.

Action 1.5: Ensure policy and regulatory amendments support the fiscal resilience of the city.

Action 1.6: Encourage development patterns that increase the value per acre yield and reduce service costs.

The Downtown Action Plan (2018) is an example of a small area plan that can be used to guide public expenditures in a focused area of the city. This plan can be expanded to include design guidelines and standards to ensure the character of future development and redevelopment is consistent with the character of downtown.



GROWTH AREAS

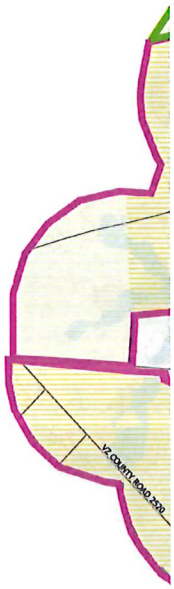
A city's ETJ includes the area outside of, and contiguous to, the municipal limits. These areas may annex into the city, provided certain criteria are met. Because Canton's population is under 5,000 residents, its ETJ extends 0.5 miles past the city's contiguous limits, unless otherwise constricted by other surrounding community ETJ limits. Laws related to the ETJ can change again in the future.

When the Canton's population expands beyond 5,000 residents, its ETJ will expand to one mile outside of the municipal limits. There are no surrounding incorporated municipalities and there are limited development barriers related to environmental constraints.

Growth Area A includes the areas at the northwest limits of Canton's ETJ along the I-20 corridor. Canton provides water and sewer to Duke's Travel Station and to development to northwest limits of the ETJ. Other areas within the ETJ are expected to remain rural, as there are no immediate plans to expand water and sewer services to this area.

Growth Area B is along the I-20 corridor in the northern part of the City. Growth in this area supports the expansion of the highway corridor areas. Development outside of the highway corridor should remain rural as there are no immediate plans to expand water and sewer beyond the highway corridor.

Growth Area C includes the area on the northeast side of the I-20 corridor. Due to its distance from the center of the city, it is intended to remain rural, as there are no immediate plans to expand water and sewer services to this area.



Growth Area D is the southwest part of the ETJ and is the area currently experiencing the most demand for development. This area of the ETJ is close to much of Canton's existing residential development, its schools, and shopping areas. There are no barriers to the future expansion of the ETJ limits, however, any future annexations should be evaluated based on their fiscal impact on the city.

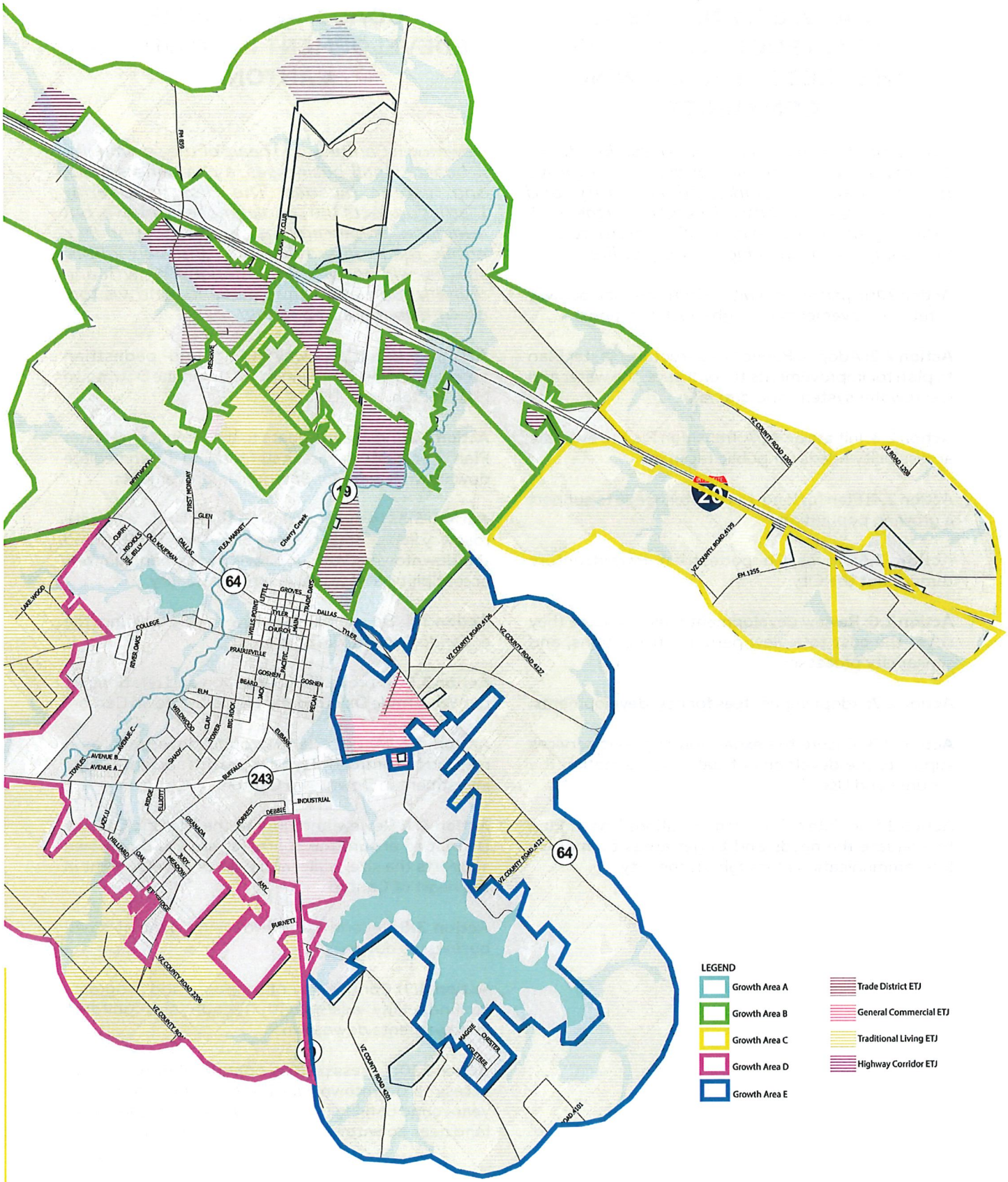
Growth Area E includes the areas along the east side of the city limits. There are some commercial and tourism-related growth pressures adjacent to existing development. Other anticipated development should remain rural, as there are no immediate plans to expand water and sewer services.

ETJ Actions

Action 1.7: Continue to partner with TxDOT, Van Zandt County, and ETCOG regarding priority mobility improvements throughout the City and ETJ.

Action 1.8: Evaluate service options and fiscal implications for new development proposals in the ETJ.

Action 1.9: Evaluate land acquisition opportunities in growth areas to ensure the expansion of public services where necessary (i.e., public parks, future public safety stations, water/wastewater facilities, etc.)



Map 5.1: Growth Areas

0 0.5 1 Mile

GOAL 2: EXPAND PUBLIC INFRASTRUCTURE TO MEET THE NEEDS OF A GROWING COMMUNITY.

Growth in the community is not possible without the expansion of public services. To improve utlities, roadways, parks, public safety, and similar serivces, the City will need to partner with other organizations to expand infrastructure as necessary to ensure a high quality of life.

Action 2.1: In partnership with TxDOT, identify roadway safety improvements for high-crash locations.

Action 2.2: Adopt a Public Infrastructure Master Plan to plan for improvements to roadways, the water and wastewater system, and drainage.

Action 2.3: Initiate an ADA Transition Plan to evaluate accessibility needs for public facilities.

Action 2.4: Plan for long-term water needs to support a growing population.

Action 2.5: Invest in pedestrian infrastructure throughout the City.

Action 2.6: Review development fees to ensure they cover the cost to review permits, inspections, and similar city processes.

Action 2.7: Adopt impact fees for new developments.

Action 2.8: Ensure the expansion of public services supports the development patterns defined in the Future Land Use Map.

Action 2.9: Initiate a Telecommunications Master Plan to evaluate the needs and target areas to improve telecommunications throughout the City.

GOAL 3: INCENTIVIZE REDEVELOPMENT IN DOWNTOWN CANTON.

Downtown Canton is the heart of the community. It boasts small businesses, a charming square, and historic facades. The Historic Overlay District protects the character of downtown, but additional enhancements, such as wayfinding, public realm improvements, and new public spaces, will assist with continued growth and revitalization and draw residents and visitors downtown more frequently.

Action 3.1: Initiate wayfinding and pedestrian accessibility improvements identified in the Downtown Master Plan.

Action 3.2: Initiate an update to the Downtown Master Plan to evaluate the areas surrounding the immediate downtown square for potential improvements.

Action 3.3: In partnership with TxDOT, evaluate roadway improvements along SH 64 and SH 19 around the downtown core to improve pedestrian comfort, accessibility, and overall aesthetic quality.

Action 3.4: Develop a new visitor's center within the expanded downtown core area.

Action 3.5: Improve the connection and relationship between Trade Days grounds and Downtown Canton.

Action 3.6: Acquire land around downtown as a method to control the type of growth and encourage investment in Downtown Canton.

Action 3.7: Review and update the Historic Overlay District to ensure the character around downtown supports the size, scale, and type of development in the heart of Canton.

Action 3.8: Incentivize the development of small businesses downtown.

Action 3.9: Continue to offer grants and programs to financially assist with façade and building improvements downtown.

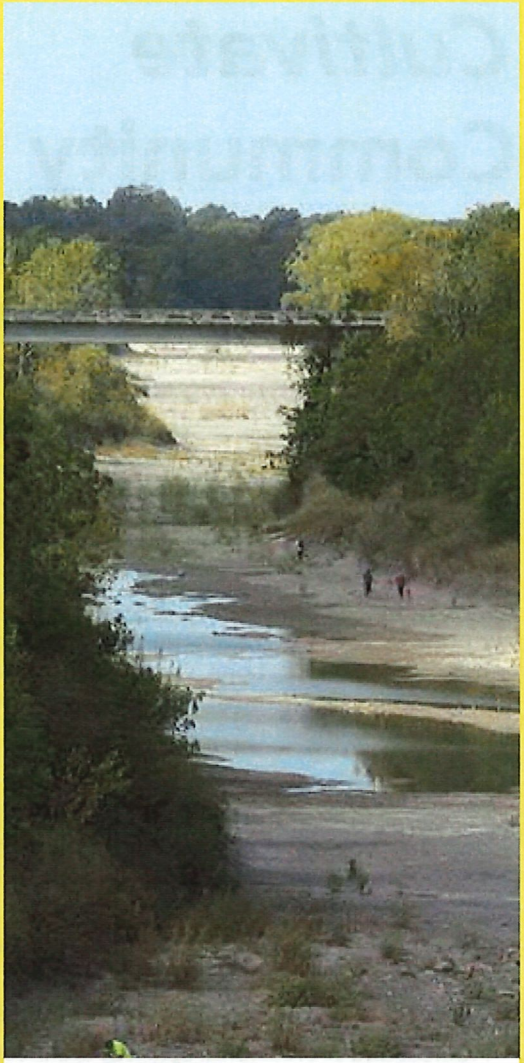
Action 3.10: Assess parking opportunities to improve access to downtown, which may include formalized year-round parking in Trade Days or the acquistion of land near downtown for off-street parking.

EXPANDING WATER INFRASTRUCTURE: LAKE RALPH HALL

With the expected growth to the DFW Metroplex, it is anticipated that new water infrastructure will be needed in the coming years. To meet the growing needs of the north Texas area, Denton and Collin counties are undertaking the construction of Lake Ralph Hall, a reservoir that will be located in Ladonia, Texas. The project is anticipated to take five years to construct. The cost of the project is being shared by the communities receiving water from the reservoir as well as from the Texas Water Development Board's State Water Implementation Fund for Texas (SWIFT) program.

Lake Ralph Hall will provide up to 54 million gallons per day. The project will also work to improve erosion issues along the North Sulphur River which will improve soil quality and natural resources. Once completed, the lake will provide various recreational opportunities such as fishing, boating, trails, and a fossil park, as well as environmental protection areas. The development of Lake Ralph Hall will open up new lakefront land for parks, residential and commercial development, and set aside land for conservation.

This recent case study can provide an example for Canton's future water plans. The City of Canton has applications into the Texas Department of Environmental Quality (TDEQ), including a water reuse permit and a permit to construct a new lake. The reuse permit will feed water from the wastewater treatment plant back into Canton City Lake. This will increase water capacity in the near-term, but still limits growth. The second permit is to construct a new reservoir outside of the city limits. A new lake would greatly increase water capacity and support increased population growth. The development of the lake will require more time, effort, planning, and funding. The City will need to acquire land, explore funding options, apply for grants and funding assistance programs, design, and construct the lake. Additional planning efforts should be undertaken to ensure compatible uses around the lake and ensure long-term water quality.



Ladonia Fossil Park

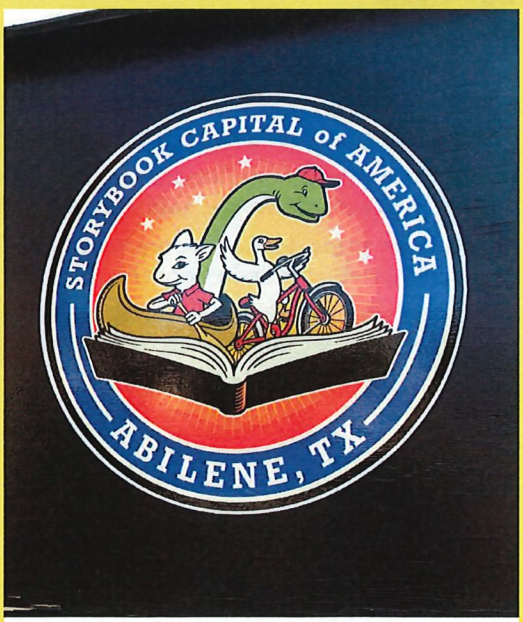
Source: https://lakeralphhall.com/

WAYFINDING AND SIGNAGE: DOWNTOWN ABILENE

Downtown Abilene capitalizes on wayfinding, signage, and public art to cultivate a sense of place throughout downtown. Wayfinding signage is incorporated to direct residents and visitors to various destinations around downtown. The use of light pole banner signage enhances the sense of place in Abilene, and can be used to signify events downtown.

Art and culture is important to Abilene. As one of five "Cultural Districts" in Texas, and as the Storybook Capital of America, the downtown area incorporates public art into its environment. An online, interactive map helps visitors and residents navigate to murals. There are also online maps and kiosks downtown to guide residents and visitors to sculptures and public art.

While Canton already uses light pole banner signage, downtown could be enhanced with coordinated, strategic wayfinding signage that points people to places of interest. Wayfinding and signage can better connect downtown to the Trade Days Grounds, encourage exploration, and guide residents and visitors to public spaces around Canton.



Abilene Storybook Capital of America

Source: https://www.abilenecac.org/cultural-district

Cultivate
Community Inclusivity

Canton will be a community where people of all ages and backgrounds are welcomed and supported. Its residents will have a choice in a wide range of housing types, have the ability to "Age in Place," and have access to a variety of entertainment opportunities.

A well-balanced community serves the needs of residents of all ages, with age-friendly recreational and social opportunities as well as a variety of housing options. Canton faces challenges related to housing options, recreation, transit, and other amenities necessary to create an age-friendly community.

Present Obstacles:

- Canton's housing stock is limited in diverse offerings, with single-family detached houses comprising a majority of the available stock. Detached single-family homes typically have greater maintenance needs which certain age groups wish to avoid.
- A lack of entertainment options detracts the younger generations from relocating to or visiting Canton.
- Community programs for a variety of ages is limited within the City.
- Medical and professional services are insufficient to support Canton's population as well as surrounding municipalities.

Aspirations:

- Attract a variety of housing options, especially around downtown and commercial centers.
- Become designated as an AARP Age Friendly Community and explore the associated resources to better quality of life for older residents.
- Introduce entertainment options such as a movie theater, bowling alley, arcade, live music venue, splash pads, and night life options.
- Establish trade school programs to give students more options for secondary education in Canton.
- Partner with entities that can support after-school and community programs, especially related to healthy living, education, and exercise.

An example of a housing option with less maintenance needs.

Community centers provide places for social gathering and community building.

HealthPark - Canton is one of the major medical providers in the City.

GOAL 1: INCREASE HOUSING OPTIONS OF ALL TYPES THROUGHOUT THE CITY.

As shown in Chapter 2, 80 percent of the existing housing stock is single-family detached, over half of which was constructed prior to 1980. Older, detached housing usually requires frequent maintenance and renovations. These costly options may not be attainable for all of Canton's residents.

Action 1.1: Allow for the development of missing middle housing (duplex, triplex, quadplex, and townhomes) near community activity centers (i.e., downtown, neighborhood commercial, and general commercial areas).

Action 1.2: Encourage infill development with a mixture of uses and densities around downtown.

Action 1.3: Support the development of assisted living facilities.

Action 1.4: Update the Land Development Regulations (specifically for zoning districts MF-1 and MF-2) to allow for a wider variety of lot sizes and densities.

Action 1.5: Allow for the construction of Accessory Dwelling Units on residential properties, subject to supplemental standards.

THE DEVELOPMENT OF MISSING MIDDLE HOUSING: SPOKANE, WA

In an effort to address housing availability shortages in Spokane, the City initiated the Building Opportunity and Choice for All pilot program. This one-year interim zoning program shortens the permitting and construction processes for building new housing, as well as interim zoning changes to allow greater densities on most residentially zoned land. Modified development standards are used to incentivize mixed-use development. The pilot program has led to the development of nearly 400 new missing middle dwelling units, graphically depicted below and sourced from the same program.

Canton can review its existing land development regulations to ensure there is flexibility in lot sizes and standards to encourage the development of missing middle housing. A "Downtown Residential" zoning district could be created to allow for a mixture of single-family detached to low-rise multi-family within a walkable distance of downtown. This would help focus growth away from the rural areas of the City while supporting businesses downtown.

Source: https://my.spokanecity.org/housing/building-opportunity/

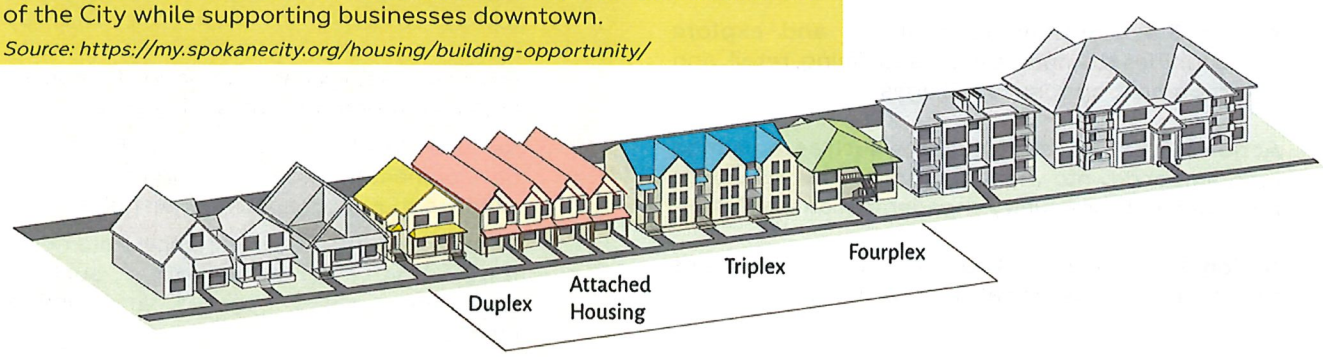
INFILL DEVELOPMENT INCENTIVES: CITY OF SAN ANTONIO INNER CITY REINVESTMENT/INFILL POLICY

San Antonio's Inner-City Reinvestment/Infill Policy focuses on underdeveloped and underutilized areas of downtown San Antonio. The goal of this policy is to increase infill development on vacant lots, support redevelopment and adaptive reuse of existing sites, and boost business occupancy and assistance.

San Antonio views reinvestment as a public-private partnership. By investing in infrastructure, undertaking catalytic projects, and instituting new policies, the City can encourage a wide range of development projects in the area. Specifically it encourages mixed-use developments to better meet the needs of its citizens in the downtown area.

Canton can use a similar policy to encourage infill development around Downtown. Increasing densities and intensities around downtown will help provide a variety of housing types, support small businesses, and increase quality of life. The City can invest in improving public infrastructure to attract development. The City can adopt development regulations that encourage infill, establish a Tax Increment Reinvestment Zone (TIRZ) to support public infrastructure projects, and explore partnerships to create catalytic projects to drive growth downtown.

Source: Inner-City Reinvestment Infill Policy - San Antonio, TX: https://www.sanantonio.gov/Portals/0/files/ccdo/Inner%20City%20Reinvestment%20Infill%20Policy.pdf



GOAL 2: IMPROVE ACCESS TO COMMUNITY FACILITIES AND RESOURCES.

Improving the pedestrian network to accommodate walking and bicycling increases opportunities for residents to participate in a variety of activities in Canton.

Action 2.1: Construct a multi-generational community center.

Action 2.2: Increase the availability of educational enrichment programs and higher education opportunities.

Action 2.3: Coordinate new development with CISD to ensure they've reviewed new developments and are able to accommodate new students.

Action 2.4: Explore establishing an interlocal agreement with CISD to utilize school parks during non-school hours to expand access to park spaces.

GOAL 3: SUPPORT THE EXPANSION OF HEALTH, WELLNESS, ENTERTAINMENT, AND RETAIL OPTIONS IN CANTON.

For a well-balanced and holistic quality of life, new facilities need to be incorporated to expand upon the City's existing offerings. Additional medical services allow residents of Canton and adjacent communities to obtain access to care within a shorter timeframe while also providing employment opportunities. Entertainment and retail options give teens and young adults reasons to stay in Canton rather than travel to Tyler or Athens for leisure.

Action 3.1: Support developments that bring diverse choices for entertainment and dining.

Action 3.2: Attract additional medical services and facilities to serve the region.

Action 3.3: Continue to evaluate and explore opportunities to improve access to dining, retail, and entertainment options for all ages.

Action 3.4: Expand city programs, such as recreation programs or downtown shopping programs, to provide for additional community engagement and activities.

Action 3.5: Explore adding health-based programs for all ages as a service at the Civic Center.

MULTI-GENERATIONAL COMMUNITY RESOURCE CENTER: SURPRISE, AZ

The City of Surprise is constructing a multi-generational community center in partnership with Maricopa County. The center will offer residents a variety of services and programs related to health, wellness, workforce development, housing, senior services, after school programs, youth programs, library services, homelessness assistance, and benefit assistance. The community center is expected to be a catalyst to entice surrounding development. It is anticipated that the community center will support economic development and overall well-being as it will offer programs to support the needs of residents.

A similar multi-generational center in Canton could support health, wellness, activity, education, and similar programs for residents. A multi-generational center would allow residents to socialize and interact while also providing services not currently available in the community. In addition to providing a place for all generations, these centers can offer affordable programs for the entire family, encourage physical and social activity, and be more cost-effective than multiple smaller facilities throughout a city.

Source:https://www.surpriseaz.gov/1167/Multigenerational-Community-Resource-Cen

ATTRACTING NEW SERVICES

A city can use many methods to help attract desired services to their community. While financial incentives may fall to a city's Economic Development Corporation (EDC), an city can employ other tactics to make a community more inviting. Examples may include:

- Proactively rezone properties to support different types of development.
- Adopt development regulations that support business development and attract quality investment.
- Streamline the permitting and review process to make developing in Canton easier. This may include improving internal reviews, investing in new technology and automation to monitor and submit permits, and similar services.
- Reduce development or impact fees for development types that support new services or those that meet specific thresholds.
- Invest in quality-of-life enhancing elements that attract a stable workforce, such as walkability, parks, schools, and similar elements.

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Cultivate Curiosity

Canton will have a diverse and vibrant economy that encourages residents and visitors to explore all that the city has to offer. Its economic base will be comprised of growth in its local businesses and continued support for tourism.

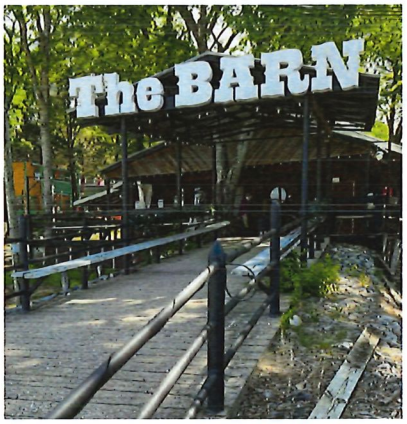
Canton is a popular tourist destination once a month because of the First Monday Trade Days flea market. There are opportunities to expand tourism by creating places to increase activities and support the character of Canton. Bolstering Canton's tourism provides new economic opportunities. Connecting destinations in Canton via a safe, pedestrian friendly network, will encourage exploration and attract visitors.

Present Obstacles:

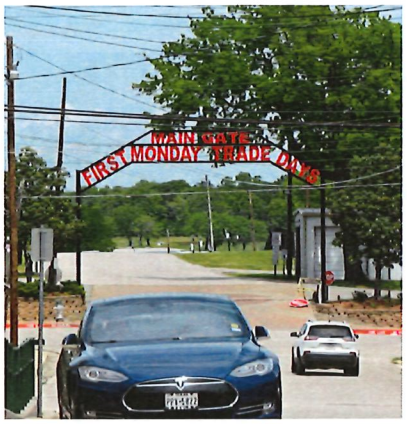
- Many visitors do not explore Canton beyond the First Monday areas, even though the Trade Days grounds are directly adjacent to Downtown Canton.
- Tourism is generally limited to just Trade Days, which makes up over a quarter of Canton's annual revenues.
- While downtown Canton has signage banners around the square, there is an absence of wayfinding and signage throughout the City.
- Heavy truck traffic passes through downtown on SH-64, detracting from an otherwise pedestrian friendly and inviting environment.
- There are few industries in Canton, so many residents rely on retail-based jobs or commute to surrounding cities for employment opportunities.

Aspirations:

- Create a pedestrian network that that encourages exploration throughout Canton, including to destinations such as Downtown and Trade Days, to parks like City Lake Park.
- Incorporate citywide branding and wayfinding for users to more easily navigate throughout Canton. Implement aesthetic improvements to major corridors and gateways into Canton to attract visitors, create a sense of place, and support community character.
- Attract and advertise events other than First Mondays. There are smaller city events that can help attract visitors from surrounding municipalities to support local businesses.
- Improve the Trade Days grounds to support year-round use and improve user experience.
- Develop a comprehensive tourism strategy to attract visitors year-round and diversify city activities.
- Reroute heavy vehicle traffic out of Downtown Canton.



The Mountain currently offers eclectic shopping and overnight accommodations.



Downtown is adjacent to the Trade Days grounds, but there is a lack of connectivity to and awareness of the area.

Trade Days offers entertainment and shopping at a large scale one weekend a month.

GOAL 1: CREATE OPPORTUNITIES TO ENHANCE UNIQUE RETAIL AND THE LOCAL ECONOMY.

Small businesses are the backbone of Canton's retail and trade based economy. The continued support and growth in this market will not only protect existing small businesses, but draw new ones into the market.

Action 1.1: Connect Downtown, First Monday Trade Day grounds, and City Lake Park through a pedestrian network to encourage visitors to explore multiple areas of Canton.

Action 1.2: Establish overnight stay options in and around Downtown to draw visitors to the district.

Action 1.3: Implement a Signage Master Plan to help create a consistent brand and signage style throughout Canton.

Action 1.4: Adopt financial tools to assist in funding projects in tourism areas of Canton.

Action 1.5: Create an incubator space to provide a start-up location for small businesses.

GOAL 2: GROW CANTON'S TOURISM TO ATTRACT A WIDER RANGE OF VISITORS.

First Monday Trade Days is a major tourism-related event in Canton. Tourism-related businesses support a variety of small and local businesses while providing a better financial foundation for the city. The City should explore opportunities to diversify tourism-related activities.

Action 2.1: Establish Canton as a center for Sports Tourism.

Action 2.2: Initiate plans to upgrade First Monday Trade Days to allow for better experiences during Trade Days events, make it possible to use the site on off weekends.

Action 2.3: Update the Canton Economic Development Corporation policies for downtown to support reinvestment and revitalization.

Action 2.4: Encourage development of a hotel that provides quality overnight accommodations with spaces for conferences and large group meetings.

Action 2.5: Analyze opportunities to expand the outdoor recreation market.

Action 2.6: Create a position within the City to support tourism related activities and initiatives.

ECONOMIC DEVELOPMENT INCENTIVES: TIRZ IN DOWNTOWN ABILENE

A TIRZ, or Tax Increment Reinvestment Zone, is a special zone created by City Council to attract new investment to an area, as regulated by Chapter 311 of the Texas Tax Code. Tax increments are set aside in a fund to finance public improvements within an identified area. Public improvements can include pedestrian, bicycle, and vehicular improvements, land acquisition, park developments, utility improvements, and similar public infrastructure.

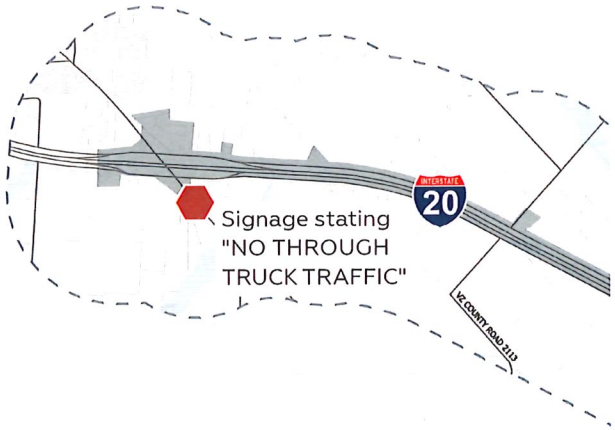
Abilene, Texas established a TIRZ around Downtown and extending to Abilene Christian University. The City identified a variety of projects the TIRZ can fund without competing with the general fund for other areas of the city. Public projects can make areas more appealing for private investment, which supports redevelopment and growth.

It will be important to consider additional funding opportunities to improve and expand public services in Canton. These efforts should be focused in areas where Canton wants to see growth, such as around downtown and in already developed areas of the City.

Source: https://www.abilenetx.gov/DocumentCenter/View/16803/TIRZ-Project-Plan-PDF

TRADE DAYS GROUNDS

Canton's Trade Day Grounds make up nearly six percent of the City's land area, but is primarily used just once a month. Improvements to the area, especially close to downtown, would encourage and allow residents and visitors to use the site year-round. This may include paved and formalized parking areas, an amphitheater and other open space improvements, signage and wayfinding, covered or enclosed shopping spaces, and year-round restaurants and vendors.



GOAL 3: ATTRACT AND RETAIN A DYNAMIC ECONOMY.

Canton should work to diversify it's economic base. By attracting new employers, Canton residents would have the opportunity to reduce commute time, allowing them to spend more time and money in Canton.

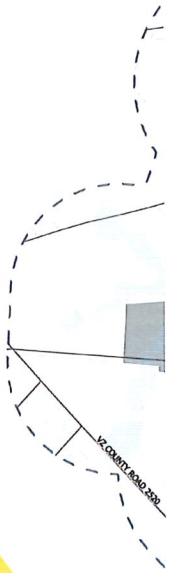
Action 3.1: Encourage the development of a business park with professional offices for new and existing businesses.

Action 3.2: Expand the medical services offered in Canton to increase employment options and serve the region.

Action 3.3: Create a strategic plan that focuses on attracting a wider diversity of employment opportunities that support all levels of jobs, especially higher-paying jobs.

Action 3.4: Implement signature corridor streetscapes along Dallas Street and Buffalo Street.

Action 3.5: Establish truck routes to divert large truck traffic away from Downtown Canton.



HIGHWAY 97 TRUCK REROUTE

Highway 97 used to run through the downtown core of Redmond, Oregon. The through truck traffic had a direct impact on traffic circulation, pedestrian safety, overall atmosphere and character of downtown, noise, and development. The City constructed a reroute outside of the downtown core, which allowed them to begin downtown improvement projects which boosted growth and development.

Truck traffic greatly impacts the feeling of pedestrian safety and overall connectivity of Downtown Canton. The City should evaluate closing SH-64 south of First Monday Lane and west of SH-19 to through truck traffic. First Monday Lane and SH-19 both have access to I-20 and can provide heavy truck travel away from Downtown Canton. The City can still allow delivery vehicles into the area, during certain times of the day. Removing heavy vehicle traffic from a main corridor in Downtown will help improve the overall atmosphere and reduce noise from heavy vehicles. Without these vehicles the City can evaluate lane widths and curb radii to improve pedestrian connectivity and safety.

Source: https://www.redmondoregon.gov/government/departments/community-development/urban-renewal/downtown-urban-renewal-district/a-highway-97-truck-reroute

Heavy vehicles passing through Downtown Canton are large and loud, which negatively impacts the public realm.

Map 5.2: Example Truck Reroute

0 0.5 1 Mile

Cultivate Connections

Canton will have a well-connected parks, recreation, trails, and open space system that will provide the community with more options for active and passive recreation while encouraging exploration to key destinations. A well-connected community offers more opportunities for healthy living.

Trails within parks provide safe, off-road spaces to walk, jog, and bicycle.

Access to parks, recreation, and open space is a crucial component to community well-being. The further development of existing parks and the expansion of trail networks will provide residents with additional opportunities to interact with each other and the environment. Parks and open space in Canton should be utilized to support the health of the community and natural environment. It is important to consider how growth can be supported by open areas, floodplain management, and improved park access and facilities for all residents and visitors.

Present Obstacles:

- The trail around City Lake is not seamlessly connected.
- There are limited trails or bike facilities in the City outside of park trails.
- There will be a need for additional parkland and amenities as the population continues to grow. New parkland and amenities may include playgrounds, splash pads, sports courts and fields, trails, and similar popular activities.
- The floodplain runs through the center of the City, including the Trade Days grounds, which can impact the monthly farmers market during significant rain events.

Community parks include a variety of amenities and activities.

Aspirations:

- Create a connected trail network throughout the City to safely connect residents to parks and destinations safely.
- Improve parks, recreation programs, trails, and open space for all residents, as these elements support healthy living opportunities.
- Implement policies that redirect and repurpose stormwater.
- Review opportunities to reduce flooding impacts on Trade Days.
- Promote and create a tourism industry around sports facility rentals and athletic events.
- There is a desire to create a sports tourism market in Canton, which would attract new visitors, add to the local economy, and support overall growth within the community.

Smaller neighborhood parks may not offer the same amenities as larger parks.

GOAL 1: MAINTAIN, IMPROVE, AND EXPAND PARKS, RECREATION, AND OPEN SPACE THROUGHOUT CANTON.

Community conversations and the resident survey reveal that residents desire an improved park system that provides connected trails and a safe network to participate in various recreation activities. The City's park department can adopt a parks master plan for the City to follow for the near future.

Action 1.1: Adopt a Parks, Recreation, Open Space, and Trails Master Plan that identifies system needs, including the development, acquisition, funding, and design of a variety of recreational amenities and facilities.

Action 1.2: Increase marketing and advertising for recreation activity options within parks to increase awareness of existing offerings and draw additional sports tourism opportunities.

Action 1.3: Explore adopting a parkland dedication ordinance to require new residential development to dedicate land or funds for park development.

Action 1.4: Construct trails to connect residents to parks, open spaces, and community destinations.

Action 1.5: Adopt a master plan for Lake Park to determine future investments to increase visitation and revenues.

Action 1.6: Review and improve recreation programs offered by the City.

Old Kaufman Park offers space to relax, exercise, or play with friends and

THE POWER OF PARKS TO PROMOTE HEALTH: TRUST FOR PUBLIC LAND

Parks are beneficial for mental, physical, and environmental health. Time in nature is known to reduce anxiety and depression, as well as boost social connections. Additionally, parks can help protect against climate disasters like heat waves, severe flooding, and urban health threats like air, noise and light pollution.

Access to parks increases physical activity, which can reduce the risk of obesity and cardiovascular issues. Physical activity and social gatherings have been shown to decrease the likelihood of reported symptoms of anxiety or depression. Parks and green spaces serve as venues for gathering and community events that promote important social interactions for people of all ages.

While Canton residents enjoy parks such as City Lake Park and Cherry Creek Park, access to the parks are limited to vehicular connections. There are also gaps in park area coverage, with the parks located in the western-central part of the City. New parks throughout the city can help provide more residents with access to healthier living opportunities. Parks can be designed in a manner that supports the environment, acts as a stormwater management facility, and provide shade to reduce the heat island effect. As Canton continues to grow, it will be important to consider how new developments incorporate parks and open space, as well as strides the City can make to improve overall access to parks.

Source: https://www.tpl.org/parks-promote-health-report#:~:text=Green%20spaces%20are%20increasingly%20valuable%2C%20cost-effective%20public%20health,as%20parks%2C%20we%20would%20all%20be%20taking%20it.

GOAL 2: UTILIZE THE FLOODPLAIN FOR PARKS, PRESERVATION, AND STORMWATER MANAGEMENT.

Floodplains are areas within a city, typically low-lying and close to bodies of water, that are suceptible to flooding during storm events. These areas are critical to supporting the environment, protecting properties, and providing areas to refill water aquifers.

Action 2.1: Acquire land to construct a regional stormwater pond to alleviate flooding in First Monday Trade Days grounds and other areas of the city.

Action 2.2: Preserve the floodplain and utilize it as passive park space and land for flood mitigation.

Action 2.3: Explore the criteria for becoming certified through the FEMA Community Rating System (CRS) to encourage floodplain management practices.

Action 2.4: Require the dedication of land or a public access easement for future trails when adjacent to natural or sensitive areas (i.e., as a buffer to creeks and streams within the floodplain), and the area is identified for a future trail network in a future trails plan.

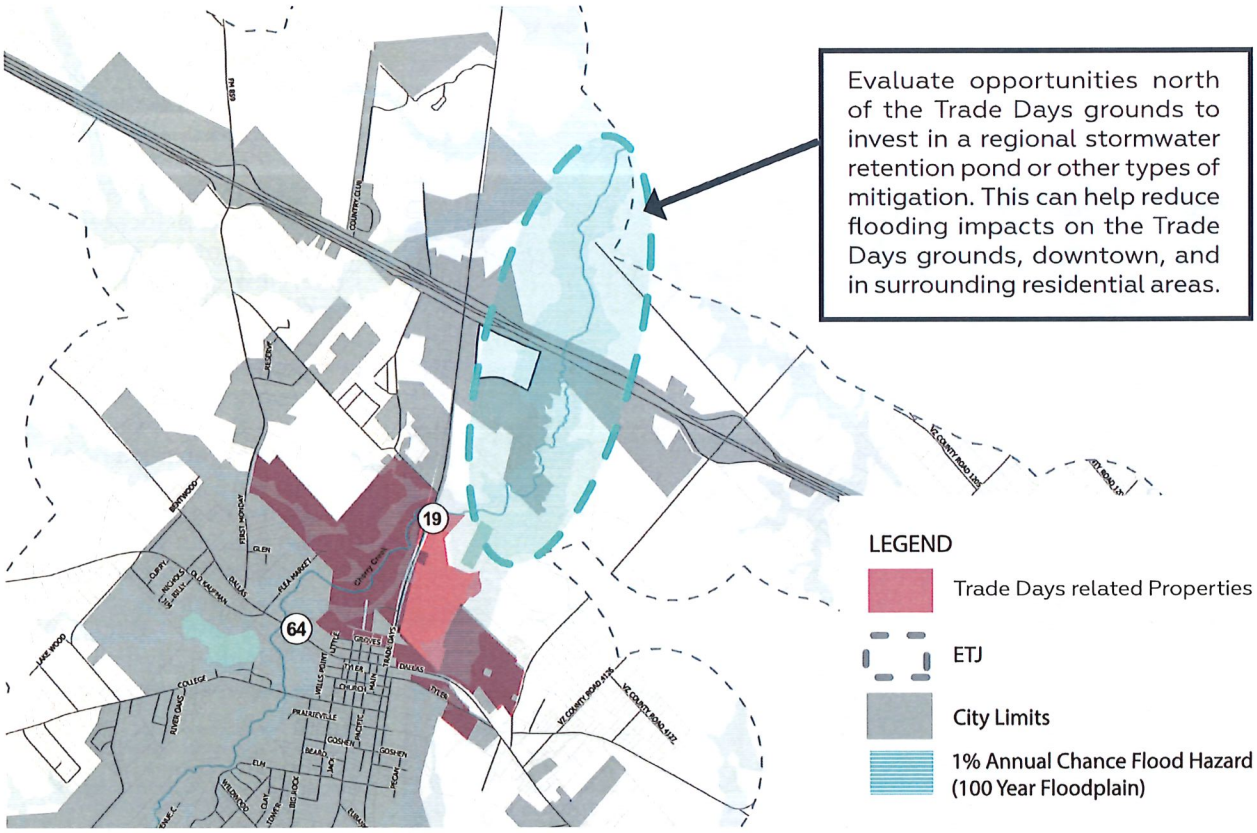
Action 2.5: Develop an educational program focused on the importance of the floodplain and protecting natural water systems.

REDUCING FLOOD INSURANCE RATES THROUGH THE COMMUNITY RATING SYSTEM (CRS)

FEMA (Federal Emergency Management Agency) provides flood insurance through the NFIP (National Flood Insurance Program). This mandatory insurance program bases insurance rates on community risk. These rates can be discounted through the Community Rating System (CRS), a program that brings premiums down in communities that have taken steps to reduce flooding. To lock-in discounted rates, a community must demonstrate a reduced flood damage risk to insurable property and comprehensive floodplain management. The higher the community score, the higher the premium reduction.

Neighborhoods in Canton that pay NFIP premiums could benefit from the CRS program. In order to qualify for the program, the City will need to complete a vairety of projects, regulatory updates, public engagement and education, and online mapping. Canton's residents who participate in required and optional flood insurance could receive anywhere from a five to 45 percent reduction in flood insurance premiums based on the City's rating. The program may take time to start, and will require ongoing monitoring and community participation.

Source: https://www.fema.gov/floodplain-management/community-rating-system



GOAL 3: DEVELOP A SPORTS AND RECREATION TOURISM MARKET.

Sports tourism can be a major economic driver for communities. Sports complexes can act as community centers, provide spaces for competitions, and drive private investments, providing a city with new revenues. With Canton's central location within East-Texas and its reputation as a tourist destination make it a prime location for sports tourism.

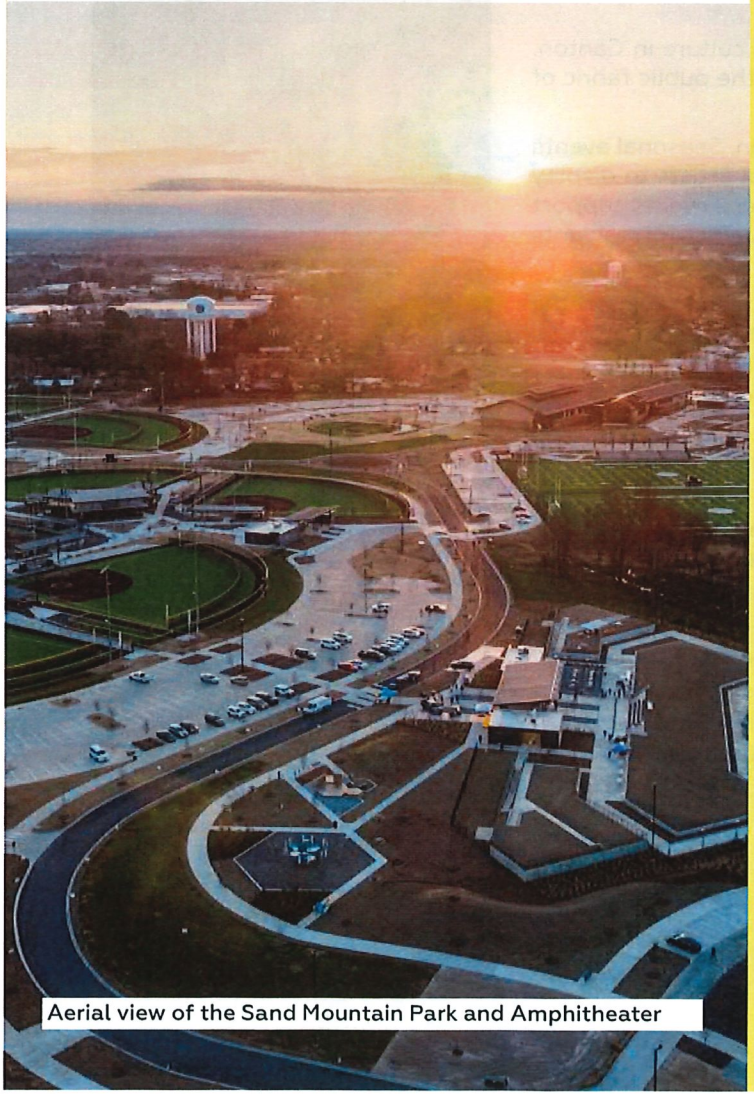
Action 3.1: Acquire land to build and support competitive youth sports programs such as soccer and baseball.

Action 3.2: Increase and improve marketing strategies for Canton's existing sports tourism opportunities.

Action 3.3: Introduce new recreation-focused events such as marathons, races, fishing tournaments, and similar competitions.

Action 3.4: Explore the creation of a public-private partnership to develop a regional sports center.

Action 3.5: Invest in a dynamic ADA sports tourism market to offer services to visitors of all abilities.



Aerial view of the Sand Mountain Park and Amphitheater

SPORTS TOURISM

The inclusion of a multi-use sports complex can be a large economic driver for communities. In 2021, the direct and indirect economic impact of sports tourism was $91.8 billion dollars. This includes the creation of new jobs, funds spend on sports activities, money spent traveling for events, entry fees, goods and services, and similar elements. Sports complexes support the development and use of hotels, retail services, and restaurants as people are in town for weekend sporting events.

Sand Mountain Park and Amphitheater was developed in Albertville, Alabama. The complex includes baseball diamonds, soccer fields, pickleball and tennis courts, an outdoor aquatics facility, RV park, play structures, indoor fitness and community spaces, an amphitheater, looping trail, and outdoor spaces. The venue is a multi-use space that attracts a variety of users year-round. It is a community center for residents to use daily in addition to a place for events and entertainment.

The space is more than an economic driver, The construction of the facility began in 2019, and opened in 2021. Since the site opened, Albertville has seen new hotels and restaurants open to support a greater influx of visitors. These uses increase tax revenues from sales, hotel tax revenues, increased the availability of jobs, and similar economic impacts to the city. As a smaller city of approximately 22,000 residents with a median household income of under $52,000 annually, the development of the sports complex has had a significant impact on the local economy.

Canton has expressed an interest in developing a multi-sports complex and community center with a mixture of uses around the area to support the use of the facility. This could have a great impact on Canton's economy, support focused growth, and provide new job opportunities for residents. A center like Sand Mountain Park and Amphitheater could support resident needs as well as attract visitors throughout the year. Canton can partner with surrounding communities, create a 501 (c)(3), and establish a P3 to help support the development of a multi-use sports complex. Ideally, the complex could be constructed near the Trade Days grounds and Downtown be integrated into the existing infrastructure and fabric of the community.

Sources: https://rockymountevents.com/sports/; https://halff.com/news-insights/insights/youth-amateur-sports-tourism-brings-economic-benefits-local-economies/; The Sports Facilities Companies presentation

Cultivate
Creativity and Culture

Canton will foster community building through arts and culture. Strengthening access to arts, events, history, and cultural activities will elevate the community's identity and encourage social gathering.

Van Zandt Memorial Park provides a place for reflection and honoring members of the armed services.

Canton's small-town charm and character is primarily displayed through the architecture of downtown. The identity of Canton can be further demonstrated through the inclusion of public art and cultural displays. Arts bring value to communities, beautify areas, attract visitors, and support community character. Canton has the opportunity to support and incorporate public art into Downtown, Trade Days grounds, public parks, and similar spaces. The inclusion of arts and culture can support economic growth and strengthen the fabric of a community.

Present Obstacles:

- There are limited areas that display local art and culture in Canton. Canton's rich history should be incorporated into the public fabric of the City.
- There are few seasonal events in Downtown Canton. Seasonal events such as arts and festivals can be a venue for local artists to display their artwork and sell merchandise. Not only do these events support local artists, they can create entertainment opportunities for residents and visitors.
- Canton does not have a local arts council or master plan to support the inclusion of public and cultural art into the public realm or private projects.

Downtown Canton incorporates wayfinding, signage, and building facades to support character and culture.

Aspirations:

- Promote the inclusion of public art through live music, murals, sculptures, and temporary art displays.
- Create new community events downtown to showcase local artists and draw visitors to support the businesses and services in Canton.
- Design public spaces to support the needs of the community and display the character and history of Canton. This may include within public rights-of-way, parks, and other publicly accessible areas.
- Explore partnerships with local organizations to incorporate public art into the community. This may include physical displays of art, or working with local businesses to host small events such as live music, poetry readings, gallery showings, or other similar activities.

Parks encourage outdoor activity and social gathering.

GOAL 1: USE CANTON'S HISTORIC RESOURCES AS A BASIS FOR COMMUNITY EVENTS, COMMUNITY PRIDE, AND SOCIAL GATHERING.

Using Canton's existing historic sites as a backdrop for community events establishes placemaking, increases utilization, and emphasizes the town's exceptional qualities and characteristics.

Action 1.1: Identify and improve sites throughout Canton that can support creative arts and cultural events.

Action 1.2: Incentivize historic preservation efforts as a catalyst for placemaking and place-keeping in Canton.

Action 1.3: Create interactive seasonal events that encourage using Canton's public spaces and supporting local businesses in Downtown Canton.

Action 1.4: Increase the number of events held in Downtown Canton to support local businesses.

Action 1.5: Consider creating a Cultural Arts District downtown.

Action 1.6: Consider creating an Entertainment District downtown.

GOAL 2: PRIORITIZE ART AND CULTURE IN CANTON.

In order to create a culturally vibrant and diverse community, Canton needs to highlight the existing talent to provide opportunities for creative expression.

Action 2.1: Establish an Arts Council that will promote and support art and culture in Canton according to the City's vision.

Action 2.2: Initiate new local festivals that are art-focused and highlight a variety of talents such as creative works and performance art.

Action 2.3: Establish partnerships between City organizations with Canton's school district to encourage various art mediums in academic curriculum or after-school programs.

Action 2.4: Initiate an Arts and Cultural Master Plan.

Action 2.5: Incorporate public art into city projects, such as park development, community centers, or roadway projects.

Action 2.6: Allow for public art demonstrations at Trade Days and in the Civic Center.

Action 2.7: Display and rotate local art in the Civic Center, Senior Center, and City Hall to showcase local artists.

CREATING A CULTURAL ARTS DISTRICT: ODESSA CULTURAL ARTS PLAN

The Odessa Cultural Arts Plan was created to bolster the arts and culture within Odessa. The plan inventoried the cultural ecosystem of Odessa, identified strategies to create more economic opportunities, and analyzed the potential for a cultural district to make art accessible, reflect the community's diversity, foster economic development, and increase placemaking.

Cultural districts foster connections and enhance social bonds in the neighborhoods where they exist. Reinforcing areas as cultural districts can enhance sense of place, cultivate an identity, and bring in cultural tourism.

The formation of a Cultural Arts District in Canton could distinguish the First Monday Trade Days Area and formalize local economic efforts. An arts district can help formalize public art policies and encourage placemaking throughout Canton.

Source: Cultural Commons 2040 Odessa TX

HOW PUBLIC ART CAN BOOST THE PRIDE (AND RESILIENCE) OF YOUR NEIGHBORHOOD: STRONG TOWNS

When public art projects include the input of its community, neighborhoods can feel a sense of pride and identity. To foster this sense of pride, it is crucial to involve a community's ideas and contributions in public art exhibitions. This ensures that the art reflects the vision and values of the community, thereby strengthening neighborhood pride. This sense of ownership can increase investment in the community.

Canton could benefit from unifying public art displays that bring together residents and visitors.

Source: https://www.strongtowns.org/journal/2019/7/10/its-the-little-things-35

GOAL 3: CREATE SAFE AND WELCOMING PUBLIC SPACES.

Public spaces are a key element of quality of life. Public spaces not only include parks, but extend to roadways, public buildings, and schools. In order for the community to feel comfortable and use public spaces, they need to be designed in a way that makes them feel welcoming and safe.

Action 3.1: Implement public realm standards throughout Canton to create a cohesive character distinct for the city.

Action 3.2: Adopt Crime Prevention Through Environment Design (CPTED) principles for public spaces.

Action 3.3: Utilize placemaking principles when designing public places.

Action 3.4: Explore providing public WiFi in highly traveled public parks.

Action 3.5: Incorporate "StoryWalks" into public parks.

Action 3.6: Ensure public spaces have adequate visibility and well-maintained amenities.

Action 3.7: Review and utilize rural roadway best practices for multi-modal transportation to incorporate safety measures in rural areas of the city.

The public realm in Downtown Canton includes the roadways, sidewalks, and public spaces. These areas contribute to the overall character of downtown.

This well-maintained playground is visible from the parking area, includes adequate lighting, and is visible despite the presence of shade trees, the area is still highly visible, promoting the feeling of safety.

StoryWalks can be used to encourage exploration, physical activity, and learning through public parks and open spaces. They add another activity for kids and families to participate in while visiting parks.

PUBLIC REALM

The character of an area is built on two inter-related parts, the public realm and the private realm. The public realm includes publicly owned land, while the private realm is how the privately owned land interacts with the public areas to create the overall look and feel of an area.

The public realm includes all publicly owned spaces, such as roads, pathways, parks, plazas, and similar spaces. The public realm contributes to the overall walkability and livability of a place, especially in areas that want to promote pedestrian activity. Areas such as Downtown Canton, the Trade District, and surrounding areas should be designed to promote pedestrian activity. This can help encourage shopping, connections to places, more activity on streets, and social interactions.

Design of the public realm is critical in creating a space that feels comfortable for all roadway users. Design may include requiring landscaping through street trees along roadways and medians, as well as increased buffers between vehicular travel lanes and sidewalks. Pedestrian elements may include wider sidewalks set away from roadways to increase pedestrian comfort and the incorporation of street furniture (i.e., benches, lighting, waste receptacles, public art, wayfinding signage). Roadway design may include on-street parking, narrow travel lanes, or intersection design to improve safety. The public area between the edge of curb and the building frontages could incorporate seating, signage, attractions, or similar elements to draw people to an area.

CRIME PREVENTON THROUGH ENVIRONMENTAL DESIGN

CPTED is a widely-accepted approach to reducing crime through thoughtful design of built environments. CPTED maintains that the incidence of crime can be reduced solely by adhering to the following design guidelines:

- **Natural Surveillance.** Use of lighting and landscaping to provide surveillance of areas.
- **Natural Access Control.** Use of walkways, fences, lighting, and signage to guide people and vehicles to proper entrances and exits.
- **Territorial Reinforcement.** Clear distinction between public and private areas to show control of areas.
- **Maintenance.** Avoidance of prolonged nuisances such as neglected or poorly maintained properties.

CPTED creates spaces that can deter decisions that lead to criminal acts, reduce victimization, and create a sense of place and safety that reduces crime.

Source: https://www.cpted.net/

STORYWALK ®

StoryWalks are temporary or permanent public installations of books outdoors, typically within parks or other public spaces. The installation allows children to experience the power of reading while engaging with the outdoors. Book pages are placed in weather resistant cases and displayed along a path which promotes exercise and reading. StoryWalks have been implemented in cities and towns of all sizes. Typically, the route should be around a quarter of a mile and take between 10 and 20 minutes to complete.

Canton can incorporate StoryWalks into their parks to add another activity for families in their parks. By incorporating educational components into parks, Canton can encourage active engagement through walking along a path and exploration through books. The Van Zandt Public Library could incorporate books into the parks. The books should be changed out a few times a year to ensure variety.

Implementation and Monitoring

IMPLEMENTATION

In previous sections of this document, the approach for community growth and development is outlined through the goals and strategies. This final section, Implementation & Monitoring, provides guidance on how to use the policy document to achieve the community's overall vision over the next ten years and beyond. The plan will be implemented by City staff, City officials, and dedicated community members.

ROLES OF IMPLEMENTATION PARTNERS

CITY STAFF

- Managing the day-to-day implementation of the plan.
- Supporting and carrying out the capital improvement planning efforts
- Drafting new or amended land development regulations consistent with the plan
- Conducting additional studies and plans
- Reviewing applications for consistency with the Plan
- Providing a progress report of implementation to elected and appointed officials on a regular basis

PLANNING & ZONING COMMISSION

- Making recommendations related to development and redevelopment
- Ensuring development is consistent with the Plan's vision, big ideas, themes, and actions
- Preparing a periodic progress report to help City staff evaluate consistency with the plan's vision

CITY COUNCIL

- Adopting amendments to regulations, zoning, and the Plan, based on staff and P&Z recommendations
- Approving inter-local agreements that implement plan actions
- Establishing overall priorities and implementation time-frames for the actions
- Consider approving funding commitments for the Plan
- Providing policy direction to City staff, P&Z Commissions, and other boards

COMMUNITY MEMBERS

- Attending public meetings to discuss how projects align with the direction of the Plan
- Providing input on community priorities, and how the plan is implementing the community's vision

FUNDING MECHANISMS

While some of the strategies identified in the implementation action table are administrative in nature and won't require new funding, many of the strategies identified as investments or studies will require funding to implement. Apart from regular municipal funding sources that include tax revenues and fees, there are additional funding mechanisms that cities in Texas can utilize or apply for to help implement the actions identified in a comprehensive plan. These include, but are not limited to:

- Tax Increment Finance (TIF)/Tax Increment
- Reinvestment Zone (TIRZ)
- Public Improvement District (PID)
- Chapter 380 Economic Development Agreements
- Texas Main Street Program
- Community Development Block Grants
- Transportation Alternative Funding
- Recreational Trails Program
- Texas Parks and Wildlife Local Park Grants

IMPLEMENTATION METHODS

An ongoing monitoring and evaluation program will be used to ensure that ***Cultivate Canton's*** actions are effectively incorporated into the activities of the municipal staff in addition to the vision and policies of the City's appointed and elected officials. In previous sections of this document, the approach for community growth and development is outlined through the goals and actions. This final section, Implementation & Monitoring, provides guidance on how to use the policy document to achieve the community's overall vision.

Implementation methods include:

- Reviewing policies and programs;
- Identifying opportunities to improve the development process;
- Ensuring budgets align with the effective implementation of the plan, and any follow up studies; and,
- Monitoring the progress of plan implementation on a regular basis.

POLICIES AND PROGRAMS

- Policies and regulations adopted by the City of Canton should be consistent with provisions of ***Cultivate Canton*** and should contain direct references to applicable policies or actions.
- Staff reports should be provided to appointed bodies that demonstrate consistency of development proposals to the comprehensive plan. Staff reports should also be provided for new or modified policies, programs, or operational practices to ensure consistency with the plan.

DEVELOPMENT PROCESS

- Updates to the City's Land Development Code and Municipal Code will be needed to implement the plan. The City may opt to implement code amendments on a topic-by-topic basis, or through a single comprehensive re-write of the Land Development Code.
- The future land use map and thoroughfare plan must be reviewed and referenced in conjunction with all building and land development applications. The degree of consistency with the provisions of ***Cultivate Canton*** must be documented in writing by City staff as a part of all reports distributed to reviewing boards, and the Mayor and City Council for consideration. The recommendations of the Planning & Zoning Commission must cite the applicable guiding policies of the comprehensive plan. When updates or modifications to these maps are necessary, there should be a clear and transparent process for approving the modifications.

ANNUAL BUDGET

Each year the City prepares an operating budget. This budget is used to support existing and future operation needs, such as additional staff and software and hardware procurement. It also supports smaller projects and plans, which are not considered as capital improvements. Each year the budget should be evaluated with the ***Cultivate Canton*** Vision Plan.

CAPITAL BUDGETING

The implementation of recommended actions that require investment in new or improved facilities will require adjustments to the City's capital budget. Additionally, all existing capital improvement projects should be cross-referenced with ***Cultivate Canton*** to determine their consistency to the comprehensive plan. The City should modify its current capital budgeting process to ensure a higher degree of project consistency to ***Cultivate Canton***.

MONITORING THE PLAN

The City of Canton will monitor plan implementation to ensure it is meeting the goals and actions identified. The effective monitoring of the plan will reveal opportunities to amend the plan based on changing conditions and community preferences.

The action table can be used as a guide and should be reviewed as part of the annual budgeting process to determine which actions should be budgeted for in the next fiscal year, which projects should be pursued as bonds, and which may no longer be priorities of the City Council. It should be the responsibility of all departments involved in the actions to provide guidance for monitoring implementation.

As part of the ongoing implementation process, benchmarking and monitoring should take place regularly. Annual progress reports should include a status update on implementation, important actions and accomplishments that occurred over the previous year, and identify recommendations for the upcoming year.

FIVE YEAR UPDATE

A five year update evaluates the original assumptions regarding growth and development trends, emerging issues, and determines if the remaining action plan is still relevant. The five year update should include:

- A summary of plan amendments and accomplishments to date
- Changes in trends and development patterns since plan adoption (i.e., changes in predicted growth rates, demographic composition, community attitudes, availability of resources, or other political, environmental, or social issues
- Conflicts between decisions made and implementation actions yet to be undertaken
- Changes in state law, procedures, or programs which impact implementation actions
- A review and update of the Implementation Action Plan

TEN YEAR UPDATE

The plan should be taken through a full update after 10 years years. This should include the elements included in the five-year plan update as well as:

- Community visioning and re-engagement
- Evaluation of action items that have yet to be considered
- Re-analysis of the issues and trends related to growth and community development
- A new plan of action reflective of the refined vision for the future.

Action Tables

Successful implementation of the plan will require an action plan that guides the city's policies, initiatives, programs, and budgets over the next ten years and beyond. This section of the plan contains the implementation action tables for each big idea. The tables consist of all the recommendations in the Plan prioritized and assigned to the department that will be involved in their completion.

TYPES OF STRATEGIES

Each strategy in the implementation action table is categorized into a distinct type, which will impact how and who will be in charge of implementation and whether or not there is a cost associated with implementation.

Investment- New or adjusted capital or operational expenditure.

Study- Requires further analysis or investigation to determine the most appropriate solution.

Regulation-Requires City Council approved modification to City ordinance.

Operations- Requires new or modified program, partnership, or staffing arrangement.

Policy- Requires a new or modified process or policy. The action plan transforms the overarching plan's vision and goals into a number of actionable strategies that may be put into practice over time. **Pages 87-92** describe each of the components included in the action tables.

TIMEFRAME

This column lists the timeframe in which the corresponding strategy should be initiated. Factors that help to determine the associated timeframe include feasibility of implementation, anticipated costs, and overall priority based on feedback from the community.

Short-Term- 1-3 years

Mid-Term- 3-5 years

Long-Term- 5+ years

Ongoing- Strategies that should continue throughout the planning period and beyond.

IMPLEMENTING AGENCY

Although the Planning & Development Department led the development of the overall comprehensive plan, they are not the only implementing entity. This column references the department which is intended to oversee implementation for specific strategies. In some cases agencies outside of the city, such as the Economic Development Corporation (EDC) may be the responsible implementing agency.

PARTNERS

More than one department or entity may be involved in implementing a particular strategy. This column lists additional entities that could support the implementing agency. Some of the partners are groups outside of the City.

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CULTIVATE CONSCIENTIOUS GROWTH

Table 5.1: Cultivate Conscientious Growth Strategies

	Strategy	Type of Strategy	Time-frame	Implementing Agency	Partners
Goal G-1 | Strengthen and protect the small-town character of Canton as the community continues to grow.					
G-1.1	Evaluate future development proposals based on their consistency with the established place types and their relationship with surrounding land uses.	Policy	S	Planning	N/A
G-1.2	Utilize small area plans to capture, preserve, and build upon the unique characteristics and needs of each area, areas may include the Trade District, Downtown and surrounding area, and along SH 243.	Study	M	City Managers Office	N/A
G-1.3	Initiate an update to the Land Development Code to implement the policies in the Comprehensive Plan.	Regulation	S	Planning	N/A
G-1.4	Focus regional and automobile-travel activities (i.e., fast food chains, larger automobile service stations, etc.) within the Highway Corridor place type.	Policy	L	EDC	N/A
G-1.5	Ensure policy and regulatory amendments support the fiscal resilience of the city.	Policy	O	Finance	N/A
G-1.6	Encourage development patterns that increase the value per acre yield and reduce service costs.	Policy	O	Planning	N/A
G-1.7	Continue to partner with TxDOT and Van Zandt County regarding priority mobility improvements through the City and ETJ.	Operations	O	Planning	N/A
G-1.8	Evaluate service options to the ETJ for new development proposals if not requesting annexation into the City limits.	Policy	O	Planning	N/A
G-1.9	Evaluate land acquisition opportunities in growth areas to ensure the expansion of public services where necessary (i.e., public parks, future public safety stations, water/ wastewater facilities, etc.)	Policy	O	Planning	N/A
Goal G-2 | Expand the public infrastructure to meet the needs of a growing community.					
G-2.1	In partnership with TxDOT, identify roadway safety improvements for high-crash locations.	Investment	O	Police Department	TxDOT
G-2.2	Adopt a Public Infrastructure Master Plan to plan for improvements to roadways, the water and wastewater system, and drainage.	Study	M	Streets/ Utilities	Consultant and EDC
G-2.3	Initiate an ADA Transition Plan to evaluate accessibility needs for public facilities.	Study	M	Code Enforcement	N/A
G-2.4	Plan for long-term water needs to support a growing population.	Investment	O	City Managers Office/Utilities	N/A
G-2.5	Invest in pedestrian infrastructure throughout the City.	Investment	O	Streets/ Utilities	N/A

G-2.6	Review development fees for the cost to review permits, inspections, and similar city processes.	Study	S	Planning	N/A
G-2.7	Adopt impact fees for new developments.	Regulation	S	Planning	N/A
G-2.8	Ensure the expansion of public services supports the development patterns defined in the Future Land Use Map.	Policy	O	Streets/ Utilities	N/A
G-2.9	Initiate a Telecommunications Master Plan to evaluate the needs and target areas to improve telecommunications throughout the City.	Study	O	Planning	N/A
Goal G-3 | Incentivize redevelopment in Downtown Canton.					
G-3.1	Initiate wayfinding and pedestrian accessibility improvements identified in the Downtown Master Plan.	Investment	O	Main Street	Texas Main Street
G-3.2	Initiate an update to the Downtown Master Plan to evaluate the areas surrounding the immediate downtown square for potential improvements.	Study	O	Main Street	Texas Main Street
G-3.3	In partnership with TxDOT, evaluate roadway improvements along SH 64 and SH 19 around the downtown core to improve pedestrian comfort, accessibility, and overall aesthetic quality.	Investment	M	Streets/ Utilities	TxDOT
G-3.4	Develop a new visitor's center within the expanded downtown core area.	Investment	S	CVB	N/A
G-3.5	Improve the connection and relationship between Trade Days grounds and Downtown Canton.	Investment	S	Planning	N/A
G-3.6	Acquire land around downtown as a method to control the type of growth and encourage investment in Downtown Canton	Investment	O	Main Street/ Planning	N/A
G-3.7	Review and update the Historic Overlay District to ensure the character around downtown supports the size, scale, and type of development in the heart of Canton.	Regulation	O	Main Street	Texas Main Swtreet
G-3.8	Incentivize the development of small businesses downtown.	Investment	O	EDC	N/A
G-3.9	Continue to offer grants and programs to financially assist with façade and building improvements downtown.	Investment	O	EDC	N/A
G-3.10	Assess parking opportunities to improve access to downtown, which may include formalized year-round parking in Trade Days or the acquisition of land near downtown for off-street parking.	Study	M	Streets/ Utilities	N/A

See page 85 for a description of types of strategies, timeframe, implementing agency, partners, and cost.

CULTIVATE COMMUNITY INCLUSIVITY

Table 5.2: Cultivate Community Inclusivity Strategies

	Strategy	Type of Strategy	Time-frame	Implementing Agency	Partners
Goal I-1 | Increase housing options of all types throughout the city.					
I-1.1	Allow for the development of missing middle housing near community activity centers (i.e., downtown, neighborhood commercial, and general commercial area	Regulation	O	Planning	N/A
I-1.2	Encourage infill development with a mixture of uses and densities around downtown.	Policy	O	Planning/EDC	N/A
I-1.3	Support the development of assisted living facilities throughout Canton.	Policy	L	Planning	N/A
I-1.4	Update the Land Development Regulations (specifically for zoning districts MF-1 and MF-2) to allow for a wider variety of lot sizes and densities.	Regulation	O	Planning	N/A
I-1.5	Allow for the construction of Accessory Dwelling Units on residential properties, subject to supplemental standards.	Regulation	O	Planning	N/A
Goal I-2 | Improve access to community facilities and resources.					
I-2.1	Construct a multi-generational community space.	Investment	L	Parks	N/A
I-2.2	Increase the availability of educational enrichment programs and higher education opportunities.	Operations	O	EDC	CISD
I-2.3	Coordinate new development with CISD to ensure they've reviewed new developments and are able to accommodate new students.	Policy	O	Planning/ City Managers Office	CISD
I-2.4	Explore establishing an interlocal agreement with CISD to utilize school parks during non-school hours to expand access to park spaces.	Policy	M	City Managers Office	CISD
Goal I-3 | Support the expansion of health, wellness, entertainment, and retail options in Canton.					
I-3.1	Support developments that bring diverse choices for entertainment and dining.	Policy	O	EDC	N/A
I-3.2	Attract additional medical resources and facilities to serve the region.	Policy	O	EDC	N/A
I-3.3	Continue to evaluate and explore opportunities to improve access to dining, retail, and entertainment options for all ages.	Policy	O	Main Street/ First Monday	N/A
I-3.4	Expand city programs, such as recreation programs or downtown shopping programs, to provide for additional community engagement and activities.	Operations	L	City Managers Office	N/A
I-3.5	Explore adding health-based programs for all ages as a service at the Civic Center.	Operations	L	Parks	Christus

CULTIVATE CURIOSITY

Table 5.3: Cultivate Curiosity Strategies

	Strategy	Type of Strategy	Time-frame	Implementing Agency	Partners
Goal C-1 | Create opportunities to enhance unique retail and the local economy.					
C-1.1	Connect Downtown, First Monday Trade Day grounds, The Mountain, and Lake Park through a pedestrian network to encourage visitors to explore multiple areas of Canton.	Investment	O	Community Development	TxDOT/TPWD
C-1.2	Establish overnight stay options in and around Downtown to draw visitors to the district.	Regulation	L	Community Development	N/A
C-1.3	Implement a Signage Master Plan to help create a consistent brand and signage style throughout Canton.	Investment	M	Community Development	N/A
C-1.4	Adopt financial tools to assist in funding city projects in tourism areas of Canton.	Policy	O	Community Development & Finance	N/A
C-1.5	Create an incubator space to provide a start-up location for small businesses.	Investment	O	EDC	N/A
Goal C-2 | Grow Canton's tourism to attract a wider range of visitors.					
C-2.1	Establish Canton as a center for Sports Tourism.	Investment	L	Parks	Consultant
C-2.2	Initiate plans to upgrade First Monday Trade Days to allow for better experiences during Trade Days events, make it possible to use the site on off weekends.	Investment	O	First Monday	Consultant and EDC
C-2.3	Update the Canton Economic Development Corporation policies for downtown to support reinvestment and revitalization.	Policy	O	EDC	N/A
C-2.4	Encourage development of a hotel that provides quality overnight accommodations with spaces for conferences and large group meetings.	Policy	O	EDC	N/A
C-2.5	Analyze opportunities to expand the outdoor recreation market.	Study	M	Parks	TWPD
C-2.6	Create a position within the City to support tourism related activities and initiatives.	Operations	L	City Managers Office	N/A
Goal C-3 | Attract and retain a dynamic economy.					
C-3.1	Encourage the development of a business park with professional offices for new and existing businesses.	Regulation	O	EDC	N/A
C-3.2	Expand the medical services offered in Canton to increase the employment options and serve the region.	Policy	O	Planning/EDC	N/A
C-3.3	Create a strategic plan that focuses on attracting a wider diversity of employment opportunities that support all levels of jobs, especially higher-paying jobs.	Study	M	City Managers Office/EDC	N/A
C-3.4	Implement signature corridor streetscapes along Dallas Street and Buffalo Street.	Investment	L	Streets/ Utilities/EDC	N/A
C-3.5	Establish truck routes to divert semi's away from Downtown Canton.	Policy	O	Streets/ Utilities/EDC	TxDOT

CULTIVATE CONNECTIONS

Table 5.4: Cultivate Connections Strategies

	Strategy	Type of Strategy*	Timeframe**	Implementing Agency	Partners
Goal CO-1 | Maintain, improve, and expand parks, recreation, and open space throughout Canton.					
CO-1.1	Adopt a Parks, Recreation, Open Space, and Trails Master Plan that identifies system needs, including the development, acquisition, funding, and design of a variety of recreational amenities and facilities.	Study	M	Parks	N/A
CO-1.2	Increase marketing and advertising for recreation activity options within parks to increase awareness of existing offerings and draw additional sports tourism opportunities.	Operations	O	Parks	N/A
CO-1.3	Explore adopting a parkland dedication ordinance to require new residential development to dedicate land or funds for park development.	Regulation	S	Planning	N/A
CO-1.4	Construct trails to connect residents to parks and open space.	Investment	M	Parks	N/A
CO-1.5	Adopt a master plan for Lake Park to determine future investments to increase visitation and revenues.	Study	M	Parks	TxDOT/TPWD
CO-1.6	Review and improve recreation programs offered by the City.	Study	M	Parks	TPWD
Goal CO-2 | Utilize the floodplain for parks, preservation, and stormwater management.					
CO-2.1	Acquire land to construct a regional stormwater system to alleviate flooding in First Monday Trade Day grounds and other areas of the city.	Investment	M	First Monday	N/A
CO-2.2	Preserve the floodplain and utilize it as passive park space and flooding mitigation.	Regulation	M	Parks	N/A
CO-2.3	Explore the criteria for becoming certified through the FEMA Community Rating System (CRS) to encourage floodplain management practices.	Operations	L	Planning	N/A
CO-2.4	Require the dedication of land or a public access easement for future trails when adjacent to natural or sensitive areas (i.e., as a buffer to creeks and streams within the floodplain), and the area is identified for a future trail network in a future trails plan.	Regulation	S	Planning	N/A
CO-2.5	Develop an educational program focused on the importance of the floodplain and protecting natural water systems.	Operations	L	Parks	TPWD

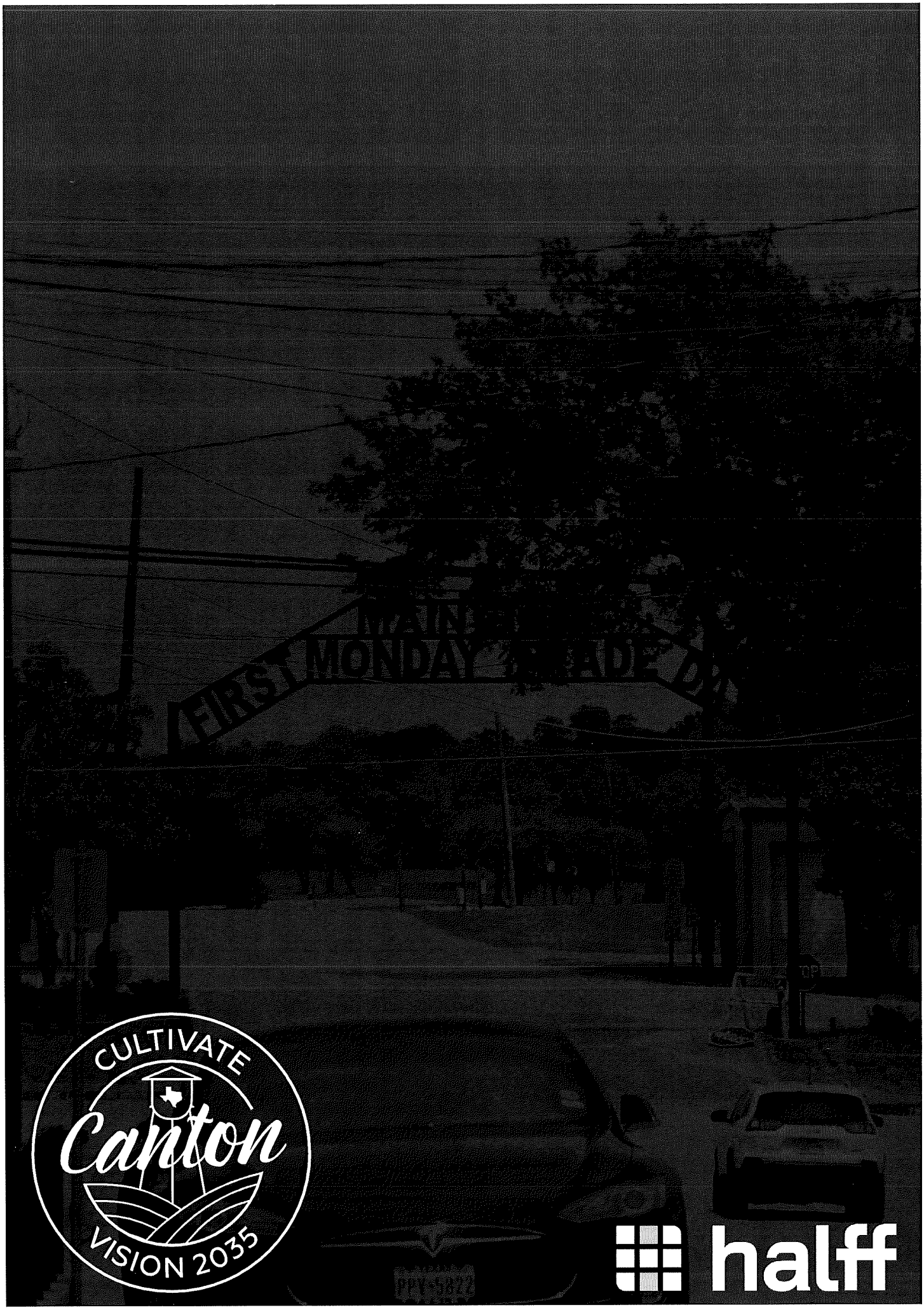
	Strategy	Type of Strategy*	Timeframe**	Implementing Agency	Partners
Goal CO-3 | Develop a sports and recreation tourism market.					
CO-3.1	Acquire land to build and support competitive youth sports programs such as soccer and baseball.	Investment	O	Parks	N/A
CO-3.2	Increase and improve marketing strategies for Canton's existing sports tourism opportunities.	S	Operations	EDC	N/A
CO-3.3	Introduce new recreation-focused events such as marathons, races, and similar competitions.	M	Investment	Parks	USATF
CO-3.4	Explore the creation of a public-private partnership to develop a regional sports center.	O	Policy	Parks/ Planning	N/A
CO-3.5	Invest in a dynamic ADA sports tourism market to offer services to visitors of all abilities.	L	Investment	Parks	N/A

CULTIVATE CREATIVITY AND CULTURE

Table 5.5: Cultivate Creativity and Culture Strategies

	Strategy	Type of Strategy*	Timeframe**	Implementing Agency	Partners
Goal CC-1 | Use Canton's historic resources as a basis for community events, community pride, and social gathering.					
CC-1.1	Identify and improve sites throughout Canton that can support creative arts and cultural events.	Investment	S	Planning/Main Street	N/A
CC-1.2	Incentivize historic preservation efforts as a catalyst for placemaking and place-keeping in Canton.	Investment	O	Main Street	N/A
CC-1.3	Create interactive seasonal events that encourage using Canton's public spaces and supporting local businesses in Downtown Canton.	Operations	O	Main Street	N/A
CC-1.4	Increase the number of events held in Downtown Canton to support local businesses.	Operations	O	Main Street	N/A
CC-1.5	Consider creating a Cultural Arts District downtown.	Policy	M	City Managers Office	N/A
CC1.6	Consider creating an Entertainment District downtown.	Policy	M	City Managers Office	N/A
Goal CC-2 | Prioritize art and culture in Canton.					
CC-2.1	Establish an Arts Council that will promote and support art and culture in Canton according to the City's vision.	Operations	L	City Managers Office	N/A
CC-2.2	Initiate new local festivals that are art-focused and highlight a variety of talents such as creative works and performance art.	Policy	L	Main Street	N/A
CC-2.3	Establish partnerships between City organizations with Canton's school district to encourage various art mediums in academic curriculum or after-school programs.	Policy	L	City Managers Office	CISD
CC-2.4	Initiate an Arts and Cultural Master Plan.	Study	L	City Managers Office	N/A
CC-2.5	Incorporate public art into city projects, such as park development, community centers, or roadway projects.	Policy	M	Parks	N/A
CC-2.6	Allow for public art demonstrations at Trade Days and in the Civic Center.	Policy	S	First Monday	N/A
CC2.7	Display and rotate local art in the Civic Center, Senior Center, and City Hall to showcase local artists.	Policy	S	EDC	N/A

	Strategy	Type of Strategy*	Timeframe**	Implementing Agency	Partners
Goal CC-3 | Create safe and welcoming public spaces.					
CC-3.1	Implement public realm standards throughout Canton to create a cohesive character distinct to the city.	Regulation	S	Planning	N/A
CC-3.2	Adopt Crime Prevention Through Environment Design (CPTED) principles for public spaces.	Regulation	M	Planning	N/A
CC-3.3	Utilize placemaking principles when designing public places.	Regulation	S	Planning	N/A
CC-3.4	Explore providing public WiFi in highly traveled public parks.	Investment	M	Streets/ Utilities	N/A
CC-3.5	Incorporate "StoryWalks" into public parks.	Investment	O	Parks	VSC Library
CC-3.6	Ensure public spaces have adequate visibility and well-maintained amenities.	Regulation	O	Parks	N/A
CC-3.7	Review and utilize rural roadway best practices for multi-modal transportation to incorporate safety measures in rural areas of the city.	Regulation	L	Streets/ Utilities	N/A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