



**Action Requested/Required:**

- Vote/Action Requested
- Discussion or Presentation Only
- Public Hearing
- Report Date: \_\_\_\_\_
- Hearing Date: \_\_\_\_\_
- Voting Date: \_\_\_\_\_

**Department:** Parks and Recreation Department **Presenter(s) & Title:** Keith Rodenhauser-  
Brandstetter Carroll Inc.

**Agenda Item Title:**

Presentation of Update on Parks and Recreation Master Plan

**Summary:**

Brandstetter Carroll Inc. will be providing a brief presentation on the Parks and Recreation Master Plan.

**Budget Implications:**

Budgeted?  Yes  No  N/A

Total Cost of Project:  Check if Estimated

Fund Source: General Fund  Water & Sewer  Sales Tax  Other:

**Staff Recommendations:**

Staff will be bringing the final draft of the master plan to Council for discussion at the second meeting in August.

**Reviews:**

Has this been reviewed by Management and Legal Counsel, if required?  Yes  No

**Attachments:**

PowerPoint Attached

— Est 1834 —

# CANTON

## GEORGIA

# Parks & Recreation Master Plan

*City Council Presentation  
Canton, Georgia  
July 18, 2024*



**BRANDSTETTER  
CARROLL INC**  
ARCHITECTS + ENGINEERS + PLANNERS

# Purpose of the Plan

- Provide a vision for parks and recreation in Canton for the next 10 years
- Align department offerings and priorities with community needs
- Address gaps & inequities in service delivery
- Prepare the department to respond to population growth and changing needs and trends
- Describe future funding requirements and potential sources
- Strengthen fiscal responsibility, sustainability, and efficiency
- Improve partnerships and limit duplication of services



## Why BCI:

>100

Parks & Rec System  
Master Plans

# Steering Committee Guidance

Small group of key staff,  
community members, and city  
officials



Involvement, direction,  
reviewing materials

**4** Meetings  
Each about **2 hrs**

Provide critical  
knowledge and context  
for Canton



Help promote engagement  
opportunities



Determine community's  
vision for the future of parks  
and recreation in Canton



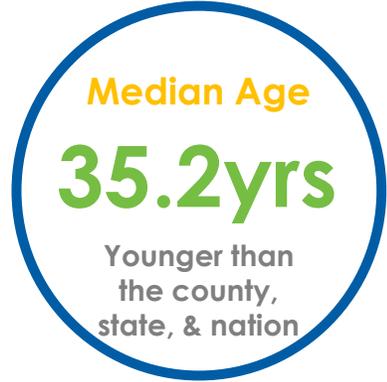
Ensure that plan and  
recommendations are  
right for the YOUR  
community

# Project Process

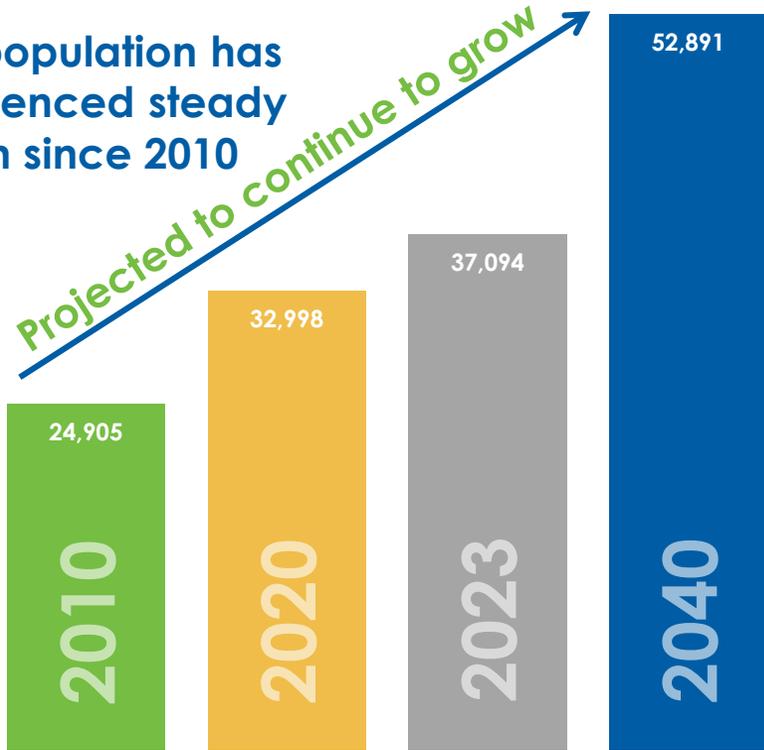


# What the Data Says...

Comparing the Nation, Georgia, & Cherokee County



Your population has experienced steady growth since 2010



**13.9%** Seniors smaller & growing

**26.9%** Under 18 larger & holding steady

\*Compared to Cherokee Co.



**White** 60% and shrinking

**Hispanic** 24.5% and growing

**African American** 9.5% and growing

**Two or More** 4.2% and growing

\*All growing in total numbers

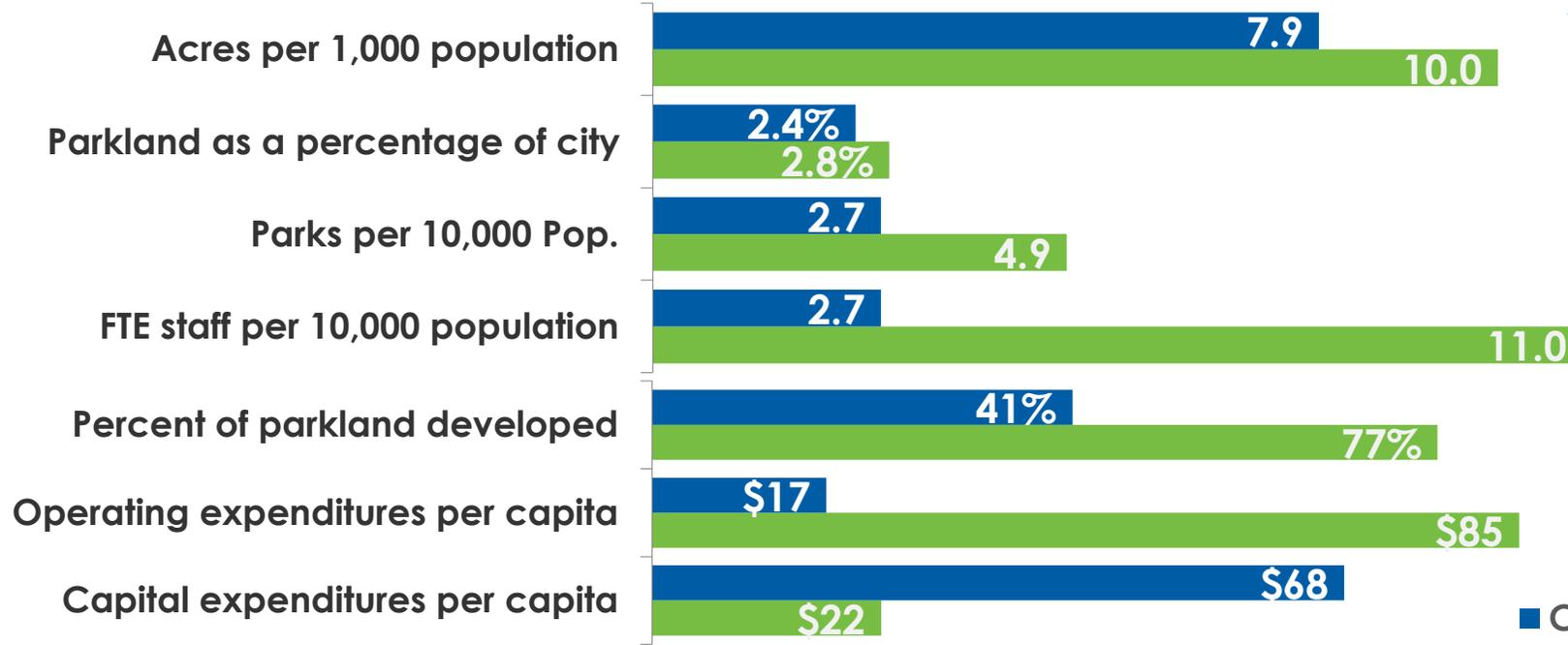
## Park Assessments

- Signage/wayfinding needs
- ADA deficiencies
- Some outdated amenities
- Opportunities at existing parks – additional space, undeveloped properties

# Benchmarking

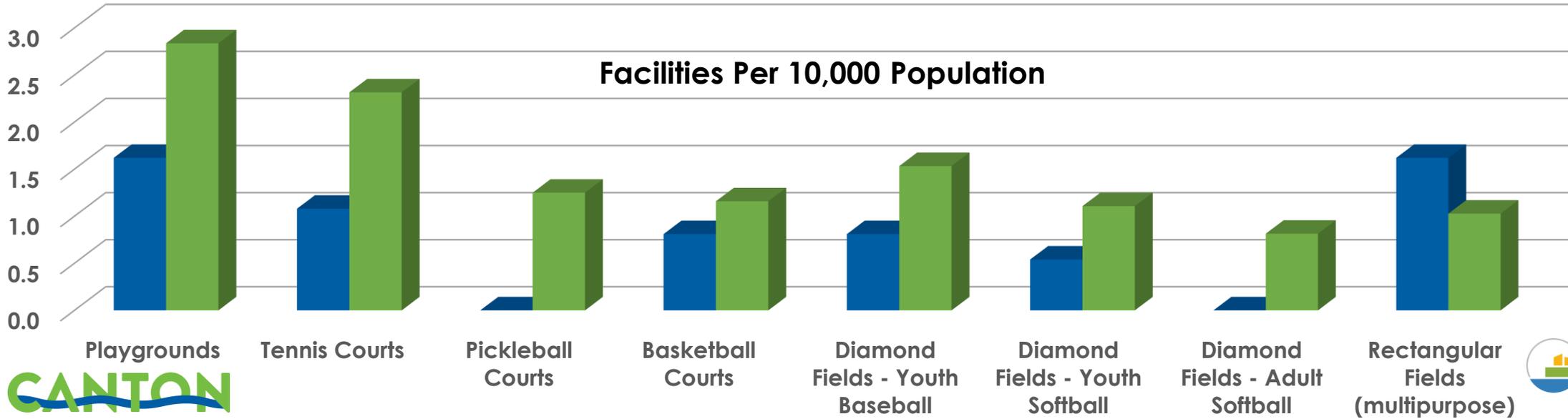
(includes Canton-Owned Parks and Facilities Only)

Comparing to 47 agencies with populations between 20,000 and 50,000  
Georgia, South Carolina, North Carolina, Tennessee, Alabama, Florida



- Lower percentage developed & fewer features, much potential
- Fewer but larger parks
- Lower operating and higher capital budgets
- Lower level of staffing
- Limited programming

■ Canton ■ Benchmark



# Composite Service Areas

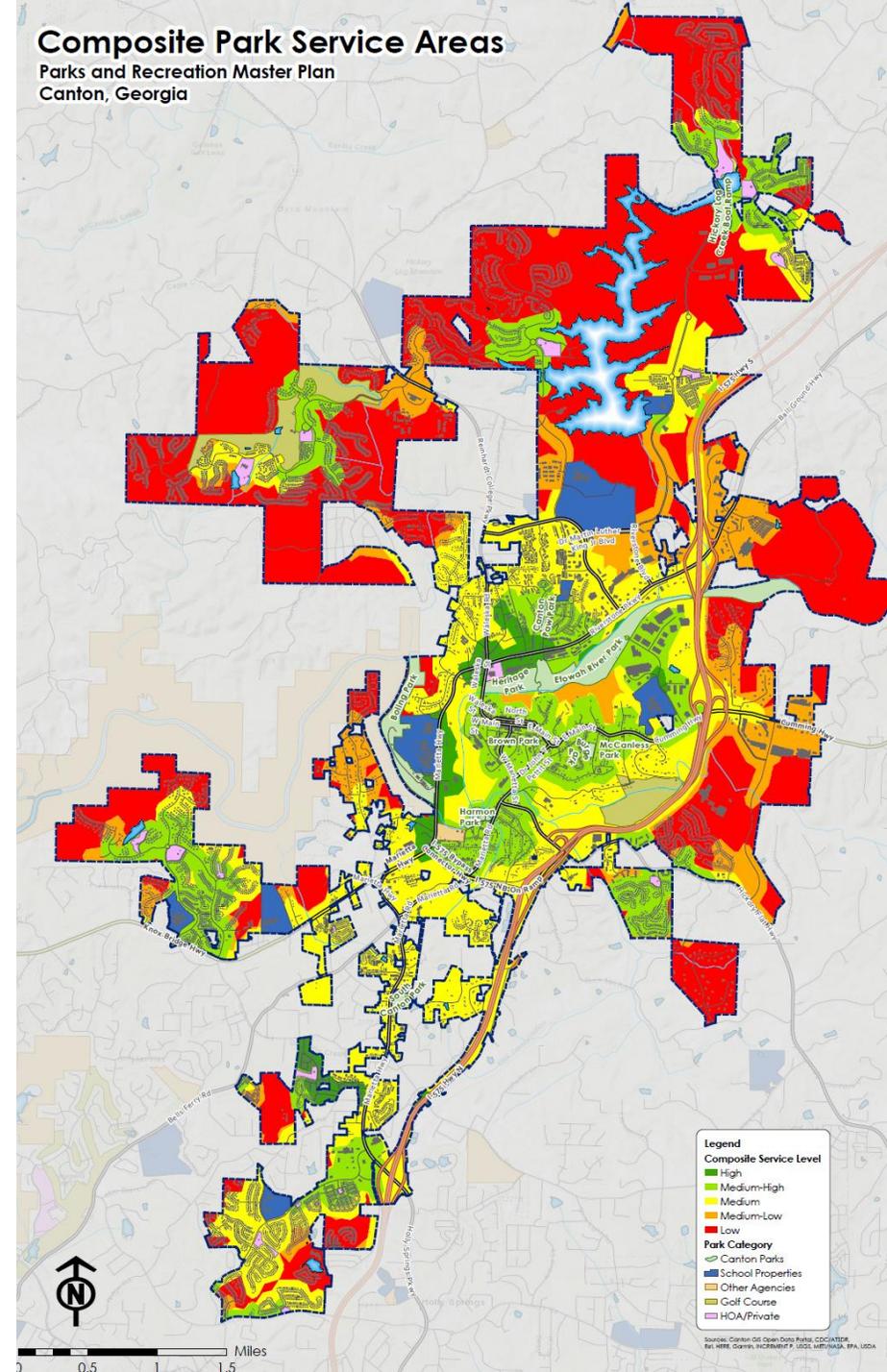
## Layers Included

- Neighborhood Park
- Community Park
- Playground
- Basketball Court
- Diamond Ballfield
- Multipurpose Rectangular Field
- Tennis Court
- Picnic Shelter
- Pool
- Pickleball Court
- Dog Park
- Trails
- Skate Park

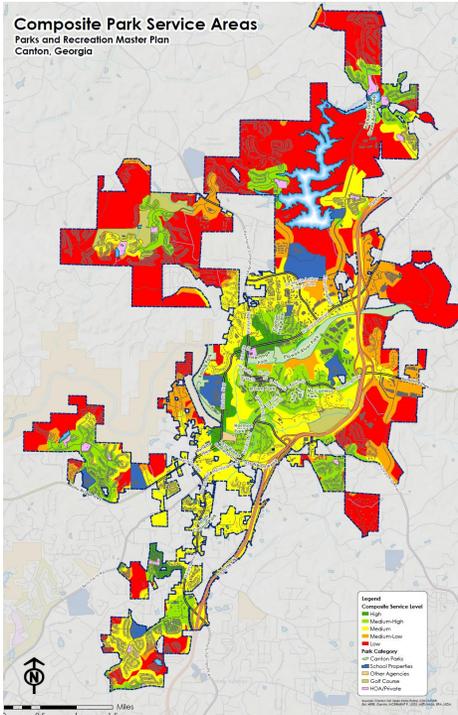
Combination of 13 layers  
(2 park classifications  
and 11 amenities)

## Composite Park Service Areas

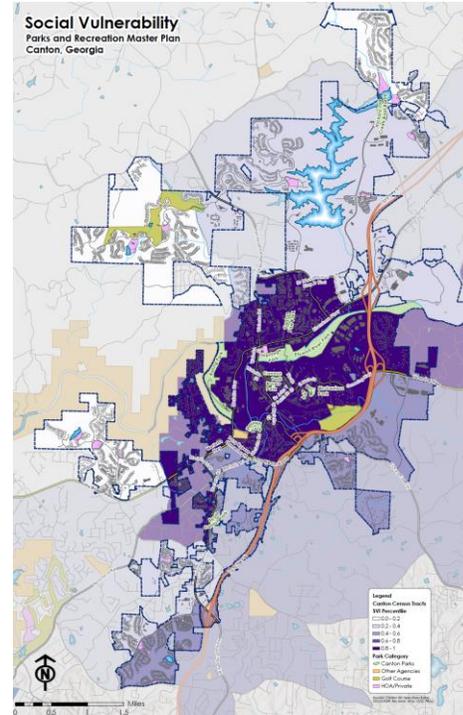
Parks and Recreation Master Plan  
Canton, Georgia



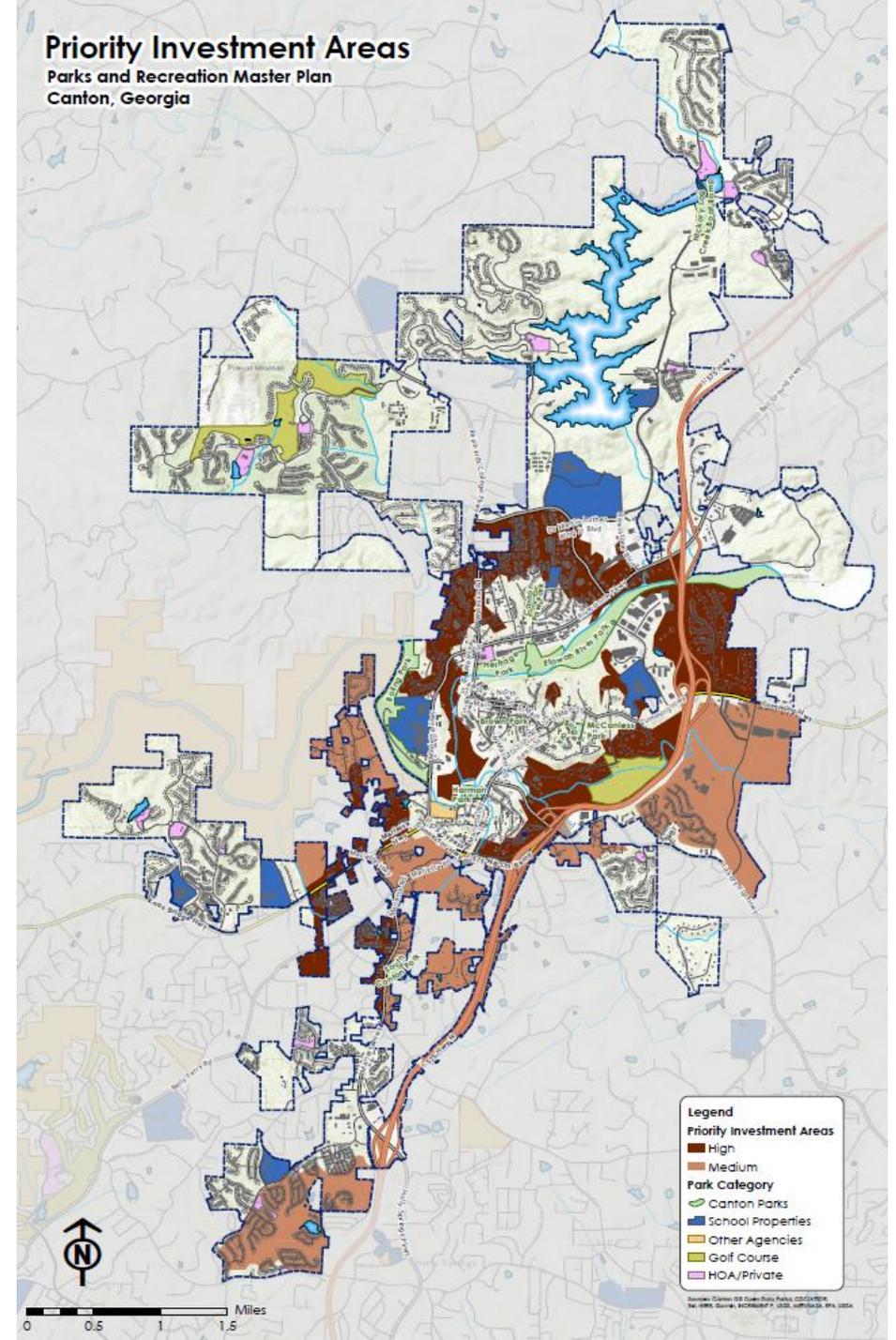
# Priority Improvement Areas



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# Learning from the Community...

Engage

## Statistically Valid Survey

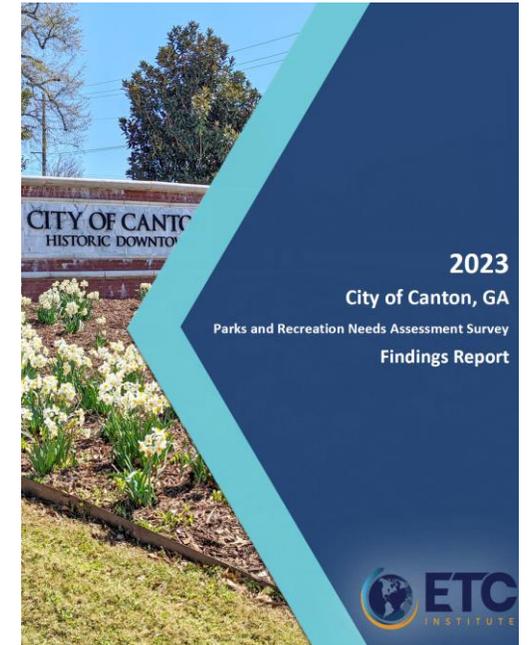
- **Representative random sample** sent by mail
- **421 Completed**
- Purpose – **to accurately represent the population as a whole**
- Reaches all groups, including that do not visit parks or use programs

## Web and Handout Survey

- **422 Completed (70% Canton)**
- Purpose – **to reach as many people as possible**
- Reaches more active users and program participants

**Open House and 2 Events (360 participants)**

**Stakeholder Groups (15+ groups)**



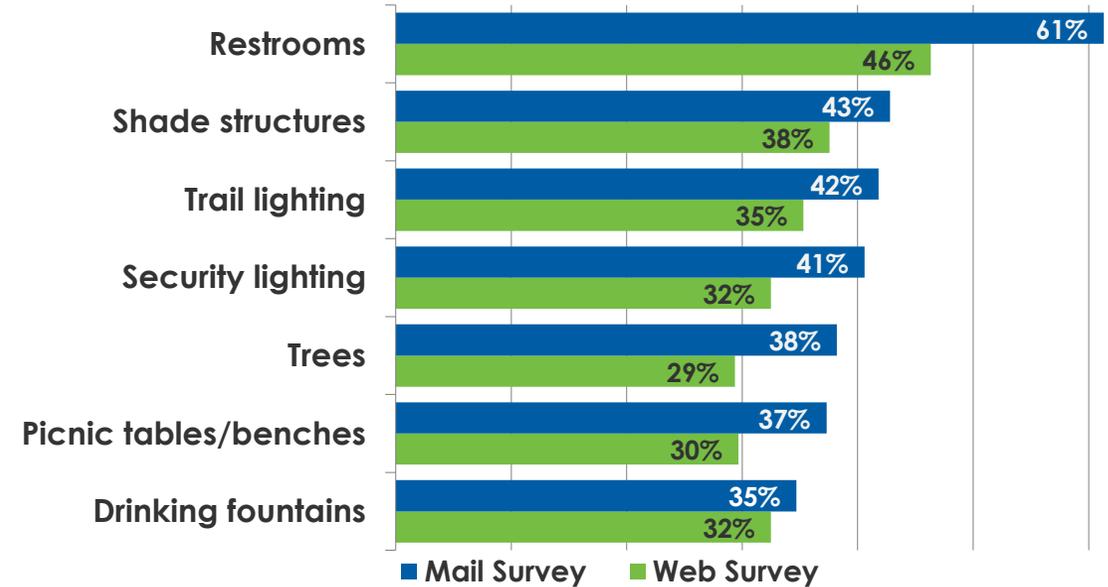
# Top Findings from Surveys & Engagement



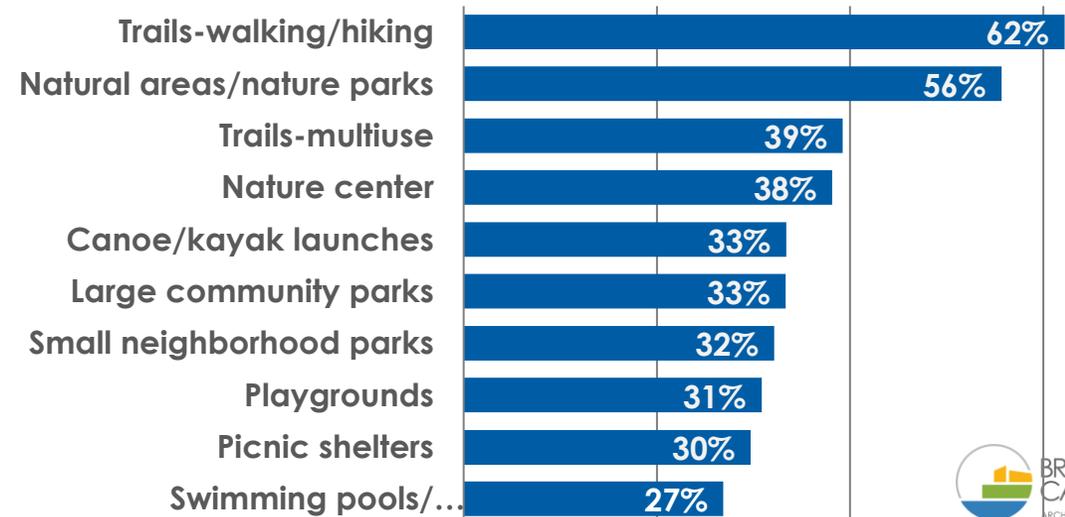
## Facilities

- **Trails and connectivity**
- **Nature/river access** – canoe/kayak, fishing, trails
- **New facilities** – dog park, stage, aquatics (pool or splash pad), pickleball courts
- **New neighborhood parks/land acquisition** – additional playgrounds
- **Support features** to improve park experiences (restrooms, shade, lighting, trees, tables/benches, drinking fountains, ADA accessibility)
- **Indoor gym/program space** and rental space
- New/improved **athletic fields**
- Public **art**
- **Signage**/wayfinding

## Upgrades to Improve Park Experiences



## Priorities for Investment



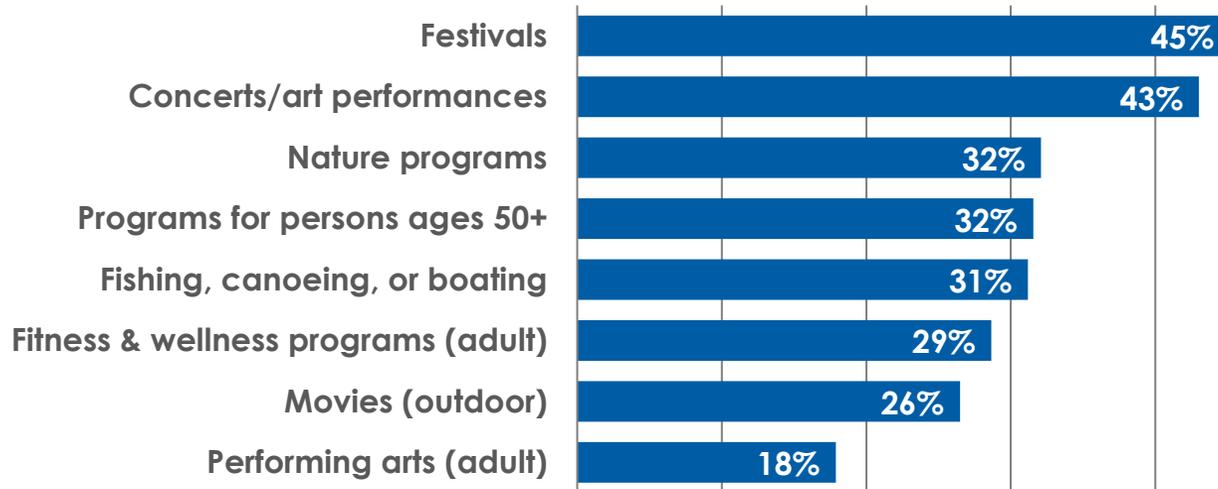
# Top Findings from Surveys & Engagement



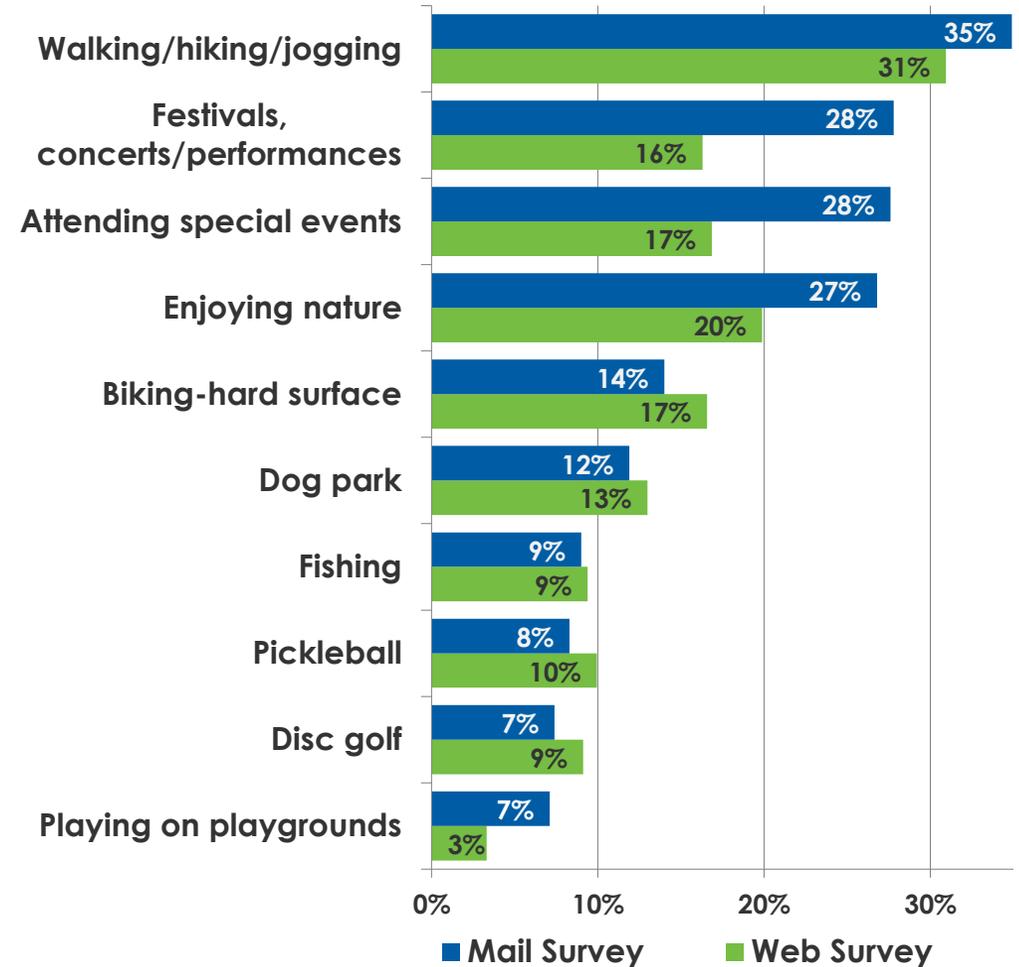
## Operations/Programming

- **New and expanded programs**
  - Events – festivals, concerts, movies
  - Nature programs
  - Age 50+ programs
  - Adult programs – fitness and wellness, arts, sports, etc.
  - Youth & sports programs
  - Cultural/performing arts
- Improved **marketing** and promotion

### Desire for Investment in Programs



### More Opportunities to Enjoy



# Strategic Plan

Envision

**Mission:** *Provide outstanding parks that promote wellness and play*

**Vision:** *Canton Parks connect the entire community through nature, play, and exceptional experiences*

## VALUES



Community



Nature



Connectivity



Service

## GOALS

**Goal 1:** Variety of spaces and facilities

**Goal 2:** Improved community access to wellness and health opportunities

**Goal 3:** Improved community connectivity and engagement

**Goal 4:** Excellent operations and leadership

# Systemwide Capital Improvements

- ▶ Continue to develop trails that connect to parks, schools, and commercial areas
  - ▶ Hickory Log Creek Reservoir, Etowah River Trail
- ▶ Restore and upgrade Tippens Gym as a community recreation center
- ▶ Acquire land/develop new fields and community parks as population grows
  - ▶ Consider additional artificial turf multipurpose fields
- ▶ Develop new neighborhood and pocket parks in priority investment/underserved areas
- ▶ Create new master plans for Neighborhood Parks to better serve neighborhood residents (existing and future)
- ▶ Improve access to Etowah River (canoe/kayak launches and fishing)



# Facility Improvements

- ▶ Develop amphitheater downtown
- ▶ Develop a splash pad
- ▶ Add pickleball courts at a city park
- ▶ Develop more inclusive playgrounds (like S Canton)
- ▶ Add picnic shelters/rental opportunities
- ▶ Improve ADA accessibility in all parks
- ▶ Improve wayfinding (to and within) and park signage
- ▶ Coordinate with Public Art Committee to add public art to parks and trails
- ▶ Add and improve support features to parks (restrooms, shade, picnic tables, benches, drinking fountains, parking, lighting)



# Programs

- ▶ Create or find partners to add programs in the following areas: arts/crafts, adult sports, nature, summer camps, fitness, performing arts
- ▶ Continue to offer high quality festivals and special events, add new ones as resources allow (e.g., movies and concerts)
- ▶ Utilize newly developed facilities for programs & events
- ▶ Add dedicated staff to plan and deliver programs for people of all ages
- ▶ Partner to promote new and existing programs, events, and opportunities



# Operations

- ▶ Develop an ADA Transition Plan – ensure everyone can access facilities and participate in programs
- ▶ Improve marketing and outreach to increase exposure, promote the department, and share opportunities to participate
- ▶ Consider staffing needs of new parks, facilities, and programs (e.g., community center)
- ▶ Maintain consistent contracts with all partner groups – standard template for all
- ▶ Explore additional/alternate funding strategies – grants, a Park Foundation, sponsorships, etc.
- ▶ Identify and allocate funding for staff development and networking opportunities
  - ▶ Access to shared policies, program ideas, and management solutions





# Questions?

**What's next:**  
**Draft Master Plan Document**  
**Final Adoption**