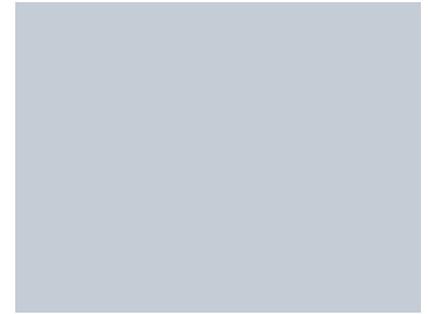
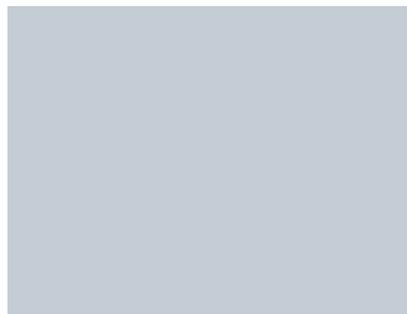




PRATTVILLE COMPREHENSIVE PLAN



BOOK TWO : COMPREHENSIVE PLAN

October 2009

PREPARED FOR: THE CITY OF PRATTVILLE

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PRATTVILLE COMPREHENSIVE PLAN

A society grows great when men plant trees in whose shade they know they shall never sit... Greek Proverb



Section 2.1 COMMUNITY OBJECTIVES

Project Prattville is, at its core, a reflection of the desires and aspirations of its authoring community. No plan can be successful without the support of the people who do business in the city or those who call it home. Recognizing that fact, Project Prattville has created a document which represents a shared vision for the citizens of Prattville, a guide map towards a future that values and protects the distinct character of the community, as well as one that intelligently and proactively accommodates new neighbors and new growth.

The Community Objectives in this section are informed by a variety of sources: The professional

analysis of the consulting team; the existing and anticipated conditions and associated constraints; and, most importantly, the opinions and insights of the public. Obtaining quality community input was a running theme throughout Project Prattville, and it worked along two axes: *Input Groups* and *Timeline*. The Input Groups included:

Client Team. This small group provided direction on the actual process and oversight of the project.

Advisory Group. A core of approximately 20 individuals who represented a wide array of interests within the broader community, and

who met regularly to provide targeted input and advice.

Stakeholders. A cross-section of over 30 local citizens who, in one-on-one interviews with the consulting team, offered detailed information regarding the varying social and economic conditions within the City.

General Public. Engaged through scheduled workshops as well as on-line formats, Project Prattville sought to hear as many voices and opinions as possible.

The Timeline presented regular meetings throughout the process, including bi-monthly Client Team and Advisory Group meetings, and four key Public Workshops. These provided opportunities to share information gathered and compiled by the consultants, and offer a forum for the public to provide comments and suggestions.

Among all the portals used to garner community input, two of the most influential were the *Prattville Compass* (conducted during the second public meeting, and on-line) and the Design Workshop (which made up the bulk of the third meeting). These two efforts captured a range of information - from general feelings about the quality of life in Prattville to specific notions of where development types should occur - which formed the basis for the final plan.

Community Input Process

The *Prattville Compass* was an interactive tool which used a combination of graphic images and targeted questions to help citizens give shape to their ideas for the future of the City. The Compass was conducted at the second workshop, and simultaneously posted on-line for those who could not attend. The survey was kept active for a full month, which allowed for a larger sample of responses and therefore a good deal of input for analysis.

In sifting through all of the replies, a picture of the future began to take shape. Overall, the community is very happy with the quality of life in Prattville - They are proud of the schools, the neighborhoods and the amenities. However, there is also an undercurrent of concern that impending growth might affect the City negatively.



Preferred images, clockwise from top left: Historic Prattville Home; High-End Retail; Multi-Use Trail; Wide Sidewalks

Responding to some of the questions, residents identified a number of priorities, all of which were geared towards ameliorating the impact of (but not discouraging) new development in Prattville. Adding parks and open space, working with school growth and maintaining Prattville's identity - these were all very high on the list of issues to be addressed. Similarly, when shown images of higher densities typically associated with contemporary redevelopment, the respondents consistently marked them down. The exceptions included retail centers similar to the new development on Cobbs Ford Rd., and mixed-use examples, which scored noticeably better than their single-use counterparts.

In the end, the *Compass* showed that residents still view their city as primarily a residential one - specifically single-family residential - but that they also desire access to goods, services and activities that they currently have to leave town to get. There is also the sense that the new retail development has met the demand, but that other services (primarily health care) are still in short supply. Finally, quality of life issues often came back to the provision and maintenance of greenspace and trails. Almost universally, the people of Prattville are looking for more and better parks, and a system of paths and trails to connect them. (A more complete review of the *Compass* Results is provided in *Section IV - Resource Manual*)

The Design Workshop, the focus of the third public workshop, took much of the broader input from the *Compass*, and used it to craft more targeted questions for the attendees. In the Workshop, the participants were asked to address four different categories of issues: Locating specific new land uses within the city; examining pressing transportation concerns; planning land use in key areas of the city; and a 'pot pourri' of quality-of-life questions.



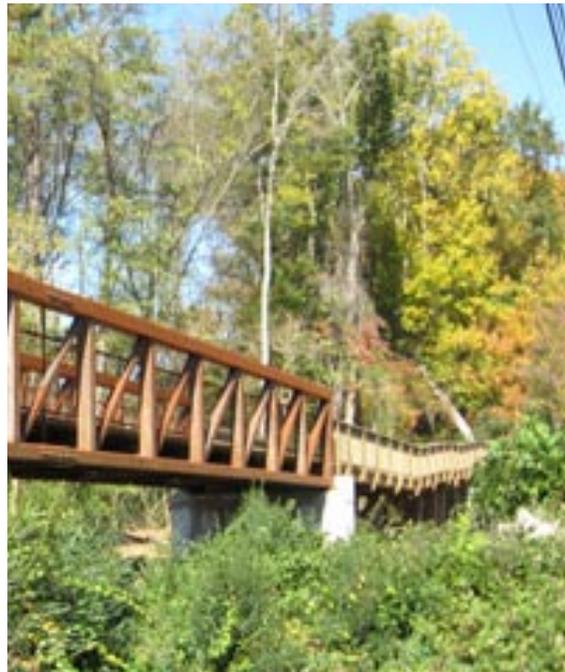
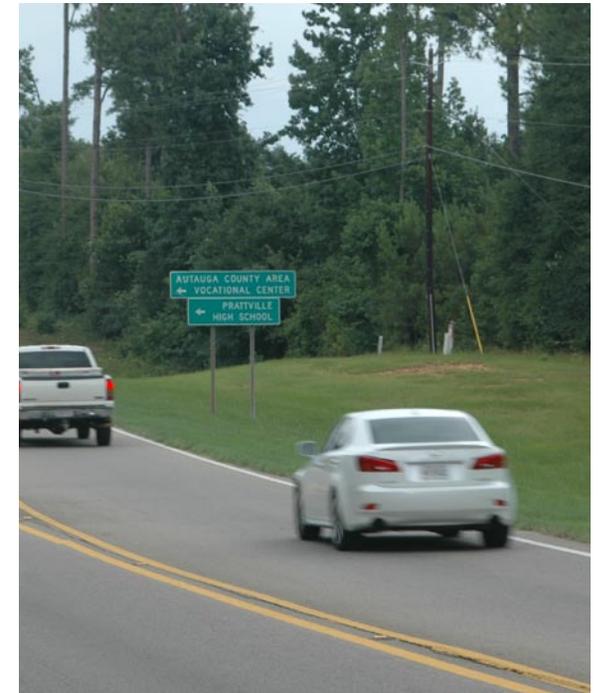
The aim of an argument or discussion should not be victory, but progress... Joseph Joubert

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The responses to the first category varied, obviously, based on the specific land use type. Residents were asked to find a place (or places) for each of the following: Light industrial use; a regional recreation center; professional office development; apartment complexes; senior housing/active living; and, a Westside neighborhood node. These uses had been identified based on market projections and planning metrics (see *Section 1 - Inventory & Assessment*) as types that were currently lacking, or would be needed in the future. Though the reactions to each were quite different, a trend was clear. Most new development was seen as occurring closer to I-65, and either to the north or south of the main thoroughfare. All of these uses, being significantly more intense than single-family residential, were seen as appropriate for areas around interchanges, and for the larger, as yet undeveloped parcels to the south along 82, and to the north beyond Highway 14 East. Old Farm Lane was seen as a target for almost all of the uses, and many were also envisioned as potential redevelopment along South Memorial. This was by no means universal (active living was seen as a good idea for the Historic Downtown, and the Westside node clearly had to serve the Westside), but was illustrative of where the vision for growth was most often directed.

The transportation category focused on three key issues: The creation of a trail network connecting within and beyond the city; the location and alignment of an 'east/west connector' between the Highway 14 East interchange and US 31 North; and the feasibility/location of a park-and-ride lot or shuttle service. Input on the first of these was consistent with previous comments - create a system that connects the neighborhoods and popular destinations like parks, schools and shopping. While the support was strongly affirmed, the workshop also helped locate some of the potential routes and desired connections. The east/west connector was discussed, and the need for

2.4



Workshop images, clockwise from top left: Light Industrial; Future Intersection; Creekwalk; Potential Trail Typology

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it was clearly noted by all. Some issues of alignment, with regard to the intersection at Powell, were raised, but the focus was on getting it implemented and the actual layout (location and width of sidewalks, travel and turn lanes, etc.). Finally, the park-and-ride discussion suggested that there might indeed be opportunities for limited transit within Prattville, or between Prattville and Montgomery. This might be in the form of a military shuttle between a point in Prattville and the base downtown; a shuttle between the commercial area around the interchange and Historic Downtown Prattville; or a dedicated park-and-ride lot for Montgomery commuters.

The future land use exercises identified three areas that needed more attention from the community: Old Farm Lane; the intersection of McQueen Smith and East Main Street; and, Prattmont. Old Farm Lane was selected due to its prime location and likelihood for redevelopment. A multi-phase widening and improvement effort is already scheduled for the entirety of Old Farm Lane, improving the connection between the two southernmost Prattville interchanges. Pair the ease of interstate access with the location between two developing commercial nodes, and there is likely to be a high amount of growth pressure along the route. Informed by the market analysis, this area could support almost any use, excepting additional retail.

The Silver Hills area was included in the Workshop primarily because it has a fair amount of aging strip centers and fast food outparcels, but also because it is still a somewhat healthy area, economically speaking. Most comments tended towards some level of targeted redevelopment, potentially office and/or multi-family, combined with beautification efforts. Not surprisingly, similar suggestions were made for the Prattmont area, especially the stretch of US 31 South. The preponderance of very old (and low occupancy) strip

2.5



Target areas, clockwise from top left: Downtown; Old Farm Lane (Highpoint Town Center); Silver Hills; Prattmont

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centers makes Prattmont a logical target for redevelopment, but the amount of existing retail (including much that is newer and better-maintained) means that alternative uses would likely need to be examined.

The last category looked at a few strategic issues facing the City: How to attract folks to Downtown Prattville; and, how to improve the traffic around the schools. As part of the market assessment, the Historic Downtown was identified as an amenity unique to the MSA, something that could, if done properly, be leveraged into a major tourist attraction. Ideas were solicited with regard achieving this - they ranged from improved lighting and new fountains to breaking up the dam and running a shuttle from the Bass Pro Shop - and the central notion that evolved was

that what the Downtown needs most is a dedicated advocate. Whether this would be through the formation of a DDA or as part of a city/county position, it would require full time staff to shepherd and advance the priorities for Downtown. The schools question was initially posited as a way to improve bus service to the extent that automotive traffic might be reduced. Upon discussion, however, most folks felt like better transportation management around the schools would accomplish much more, and do so more cost-efficiently. (A more complete review of the Design Workshop is provided in *Book Four - Resource Manual*)

As one final exercise from the workshop, participants were asked to write a headline for the local paper, the Prattville Progress...

the caveat being that it was to be for the 2030 edition. Each table was tasked with providing one headline, though most tables could hardly restrict themselves. The headlines below are just a few highlights of the responses, and they provide a very good notion of the vision that residents have for their city...

Marathon Marks 20th Anniversary of Green Trail

Prattville's 2010 City Growth Initiative Proves Vital in 2030

Prattville's Trail System is Most Eco-Friendly in Nation

Shuttle from East Prattville to Downtown has its One Millionth Rider

ABDXY2 ANNOUNCES PLANS TO OPEN PRATTVILLE PLANT, EMPLOY 2,000

Branson, MO Stars Relocate to New Prattville Ginn Theatre Complex

A good listener helps us overhear ourselves.. Yahia Lababidi

Based on all of the preceding information - the existing conditions in and around Prattville; predictions for future growth and development; and public vision - *Project Prattville* seeks to create a comprehensive plan for the future, one that supports and advances the following Community Objectives.

The objectives are divided into five categories: Land Use, Economic Development, Housing, Transportation & Circulation, and Community Facilities. Within each category are a number of statements that reflect both the recommendations of the City staff and consulting team, as well as the vision of the people of Prattville.

These objectives are designed to provide an overarching set of guidelines for implementing this plan, and for making future decisions and modifications. For example, they can be used by planning officials for evaluating future projects; they can be used as a guide to creating local budgets and setting funding priorities; and they can be used by developers to indicate what sort of projects would be most acceptable to the community at large. Among these potential uses and many others, the Community Objectives represent the principals by which all future growth and planning efforts should be judged...



Land Use

- All residential neighborhoods should have walkable access to parks and open space
- Large-scale commercial development should cluster along major corridors and intersections
- Support small-scale commercial nodes near or within the neighborhoods they serve
- Support a variety of office growth types, where appropriate
- Heavy industrial uses should be focused along the southern Hwy. 82 corridor
- Preserve and protect existing single-family neighborhoods from incursion by higher density uses
- Encourage sustainable development in the form of well-designed, well-constructed and well-connected neighborhoods and commercial nodes
- Infill development should be sensitive in use, scale and style to its immediate context, and should maximize the use of existing infrastructure and resources
- Preserve and enhance the existing Historic Downtown as a focal point for the City

Economic Development

- Expand employment opportunities for residents
- Attract industries that employ a skilled labor force
- Attract high-quality and community-oriented businesses and industries
- Provide a stable and active business environment
- Preserve the character and identity of Prattville, and use it to inform new development
- Create targeted studies to plan for impending and predicted growth

Housing

- Provide a variety of housing options to meet the needs of current and potential residents
- Maintain a housing market that provides product to a wide range of income levels
- Mandate quality design and construction

Transportation & Circulation

- Create an interconnected system of parks and trails, using on- and off-street paths that are safe and well-marked
- Plan and grow an interconnected, multi-modal transportation network to preserve and improve existing connectivity, and to accommodate new development before it happens
- Study a wide range of transit options, and implement as feasible

Community Facilities

- Provide high-quality recreational facilities
- Provide high-quality public safety services
- Plan for and implement growth-supportive infrastructure
- Create opportunities for cultural events and programs
- Maintain a cooperative and transparent environment between the City and its citizens
- Actively seek and set aside land for additional greenspace, especially in those areas that have been identified as underserved
- Minimize the incursion and impact of new development on existing greenspaces and conservation areas
- Work in concert with the local schools to maintain the high quality academic resources in Prattville

These Objectives, much like the plan itself, are both an end and a beginning. They mark the culmination of identifying a shared vision for the future of Prattville. At the same time, they also form the basis for all that guides the efforts in the subsequent portions of this plan, and in its adoption and implementation as well.