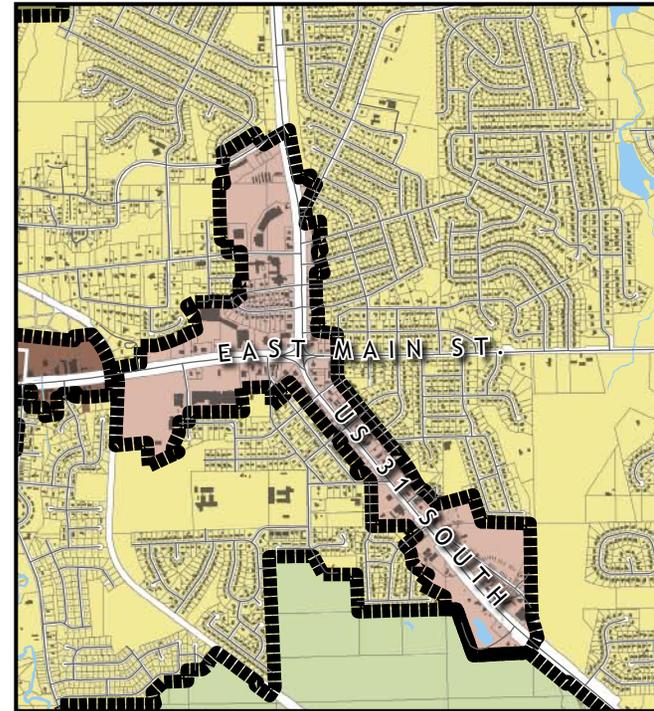


District Four - Prattmont

Vision. Of all the identified Districts, the Prattmont area proved the most difficult to re-imagine. The challenge grew between the acknowledgement that the area would in fact need to be redeveloped somehow and the realization that physical and market constraints would make any redevelopment tricky. The vision for Prattmont needed to be teased out during multiple meetings, and eventually took shape by addressing two different conditions: The “center” (the commercial parcels and large strip centers around the intersection of US 31 and East Main Street) and the “corridor” (the narrow strip of commercial land extending south towards 82).

For the center, the vision is fairly straightforward. Targeting the aging sites, especially the large commercial centers, these would be redeveloped in a mixed-use format. Some of the retail use might be reduced (but not eliminated), while the opportunity for increased density and a variety of program would add customer base and long-term stability to the projects. It would be important as well to ensure that the new developments were well connected into the surrounding neighborhoods, whether by selected street connections, improved sidewalks, added paths/trails/greenways, or most likely by some combination of all of them.

The corridors required more consideration, for a variety of reasons outlined below. However, the general consensus - both from the neighbors and the market analysis - became a targeted redevelopment of select sites as the opportunities presented themselves. Land Use would be geared towards multi-family and smaller scale commercial, while looking for a track in which to create a multi-use pathway. Some beautification efforts might be undertaken, provided the median sightline issues could be navigated.



Planning District Four - Prattmont

Existing considerations. In the centers, the primary issues are age and vacancy. Most notable in this are Pratt Plaza and the strip malls anchored by the Winn-Dixie (across from Pratt Plaza) and Dollar General (at the intersection of US 31 and Hwy. 14 East). These are the largest, but are hardly exclusive. Many of the smaller centers, particularly along Memorial Drive closest to East Main, are also decades old and on late-generation tenants. Any and all of these could redevelop over time.

As mentioned above, the corridor section of District Four had more constraints for laying out a new vision:

- As location moves away from a major intersection, it becomes less desirable for commercial use;
- Most of the lots along the southern stretch of US 31 are relatively shallow, making them more difficult to redevelop, even if assembled;
- The shallow nature of the lots is exacerbated by what is in most cases an immediate adjacency to established single family neighborhoods. These residential areas are not compatible with denser, corridor-oriented uses;
- Aesthetics. The age and light industrial character make this a less attractive area for redevelopment, unless multiple parcels are consolidated, or unless the City proactively makes improvements.

From a standpoint of amenities, the area is also somewhat underserved by greenspace, though there are nearby opportunities. From a standpoint of traffic, the real issue is just outside the district, to the west. The queuing at the local public school clogs much of the surrounding local street network. As suggested in an earlier section of this report, additional modes are likely needed to ameliorate the logjam.

Future development. The following graphics illustrate how the vision for Prattmont might develop over the next few decades. The ideas represented in these drawings are not binding, they merely show a typical manner in which redevelopment might occur in the District, so that it would be in keeping with the vision laid out in Project Prattville.

This photo-representation (following page) shows how an existing strip center might be redeveloped into an integrated mixed-use neighborhood node by building upon the out-parcels and pushing development towards the street. An added benefit in this particular instance would be the continuation of the neighborhood-scale development type out of the Downtown and into Prattmont, thus providing a clearer link between the two neighborhoods.

As referenced earlier in this section, the southern portion of this District has particular challenges to redevelopment, including a lack of depth in the parcels between US 31 and the neighborhoods beyond. This does not, however, mean that development is impossible or indeed unprecedented. The following digital model (figure 3.41, subsequent page) shows how a typical townhome development might fit into the conditions that abut Memorial Drive - namely shallow-depth blocks and half-blocks that might otherwise pose a challenge to redevelopment.



Existing strip center

Policies. As with some of the previous districts, one key will be to put in place zoning that is more accommodating to mixed-use development, especially on and around the large strip centers along East Main and US 31. It will be important to make sure that the regulatory framework is amenable to the new growth type before the economy begins its rebound. An additional, but not necessarily parallel, effort might be towards general beautification of the corridor. The appearance of blight often begets real blight, and landscaping projects often pay off handily in fighting that poor perception. While it would be cost-prohibitive to implement a brick-paver standard akin to the one installed downtown, a coordinated planting effort would achieve much of the desired effect, especially if the central median can be included. A related, if somewhat more expensive, project might be to relocate utility lines away from the US 31 frontage. The visual impact would be great, but depending on the amenability of the respective provider or providers, this has the potential to be a very expensive line item. Finally, the addition of some sort of multi-use path or greenway trail would not only help the general aesthetic of the District, but would also make the corridor more attractive to development by providing a connection to nearby amenities like schools, parks and retail.



Pratt Plaza - "Before"

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PLANNING DISTRICTS

Pratt Plaza - "After"



NOTE: ALL GRAPHIC IMAGES SHOWN HERE ARE REPRESENTATIVE OF DEVELOPMENT POTENTIAL ONLY, AND DO NOT INDICATE ACTUAL PROJECTS



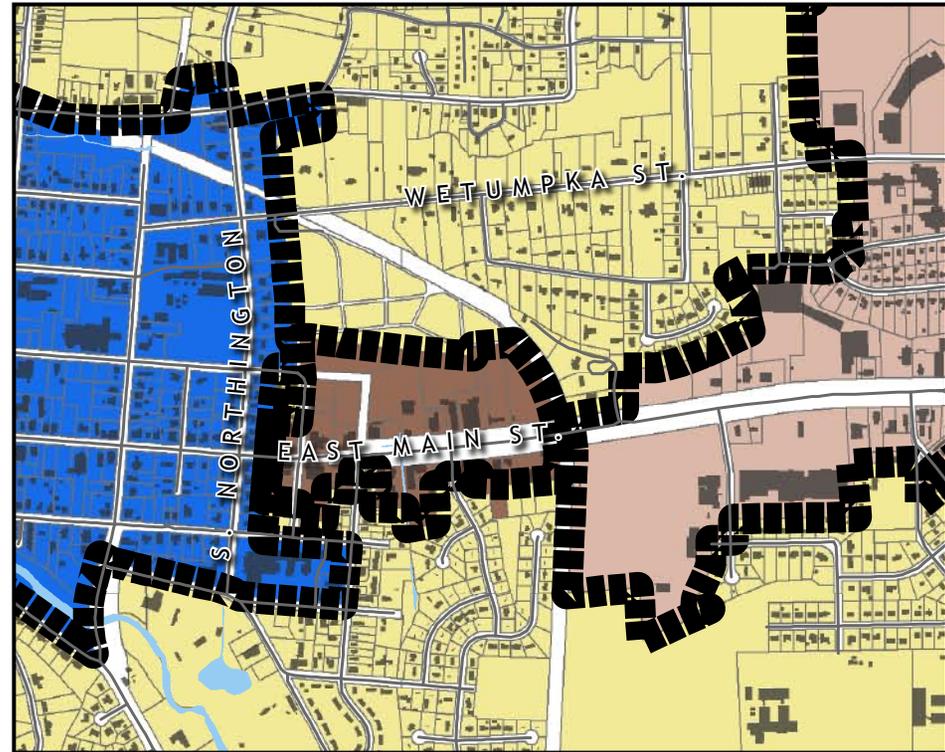
Figure: 3.41 - Shallow-Lot Housing Model

District Five - Downtown East

Vision. By all accounts, this stretch of East Main between the railroad trestle and South Northington serves as a poor gateway into the historic Downtown. In the eyes of the people of Prattville (including a number of the property owners on that particular stretch), this District, dubbed “Downtown East” would redevelop into an area more consistent with the aesthetic and usage of the historic district it abuts. The light industrial and service commercial would phase out and be replaced by small scale retail and mixed-use with some low-to medium-density residential geared towards adding customer traffic to the Downtown merchants. This would effectively move the ‘gateway’ for Downtown up to the trestle, making a clearer demarcation and extending Downtown’s reach farther east.

Existing considerations. The current built environment along East Main in District Five is dominated by individual, outparcel-type structures, occupied primarily by heavy commercial uses (gas stations, repair shops, etc.) that are not really consistent with the adjacent historic district. The trestle provides a very nice ‘natural’ gateway: A traveler headed west would be coming down the hill from Prattmont and as they passed under the railroad the view would be of a valley funneling into the old downtown. The topography is very much at issue here. To the north, the land slopes up towards the graveyard, and to the south, the elevation gradually increases along with the rail line. This has the effect of creating that ‘valley’, a feature which could make the entrance into the Downtown area a very memorable experience.

Future development. Downtown East should develop in complement too, rather than pure imitation of, the Historic District. Architecturally the styles should be similar, but programmatically the uses should enhance and strengthen the existing core.



Planning District Five - Downtown East

In this hypothetical framework plan (figure 3.4, following page), there is a small retail node that is local-serving, and which also functions as a ‘marker, showing the type of retail to be found on this stretch of the corridor. Beyond that, the focus is almost exclusively residential. Medium-density housing in the form of low-scale (three-stories or less) condos/apartments and townhomes geared towards the retirement or “active living” demographic. This influx of housing at a higher density than the immediate surroundings is designed not only to provide a variety of options for people who would like to live downtown, but also to provide additional consumers for the downtown businesses - the extra foot traffic and extra activity making for a more sustainable community overall. Assisting with that additional activity would be an expanded network of pedestrian and multi-use paths connecting into and through the new development.

This digital model (figure 3.41, subsequent page) shows how the massing of new development might relate to the neighborhood grid around it and how the new development would have the practical effect of extending the Historic Downtown farther east towards Prattmont, making the railroad trestle the de facto “gateway” into Downtown.

Policies. There are several steps that the City can undertake to support the stated vision for this district. Not unlike those of previously mentioned districts, supportive zoning will be important. Allowing for higher-density residential and a mixed-use environment is key for attracting private-sector development partners. Public sector efforts could include the following:

- **Beautification.** Extend some of the aesthetic improvements from Downtown to the trestle. Reconstruct and/or landscape the central median, and add plantings along the frontage east from Northington.
- **Right-of-way improvements.** Upgrade and widen sidewalks, and add planting strips and buffers to make a more comfortable pedestrian environment.
- **Establish DDA and include Downtown East in its purview.**



Historic architectural precedent

Section 2.3
PLANNING DISTRICTS

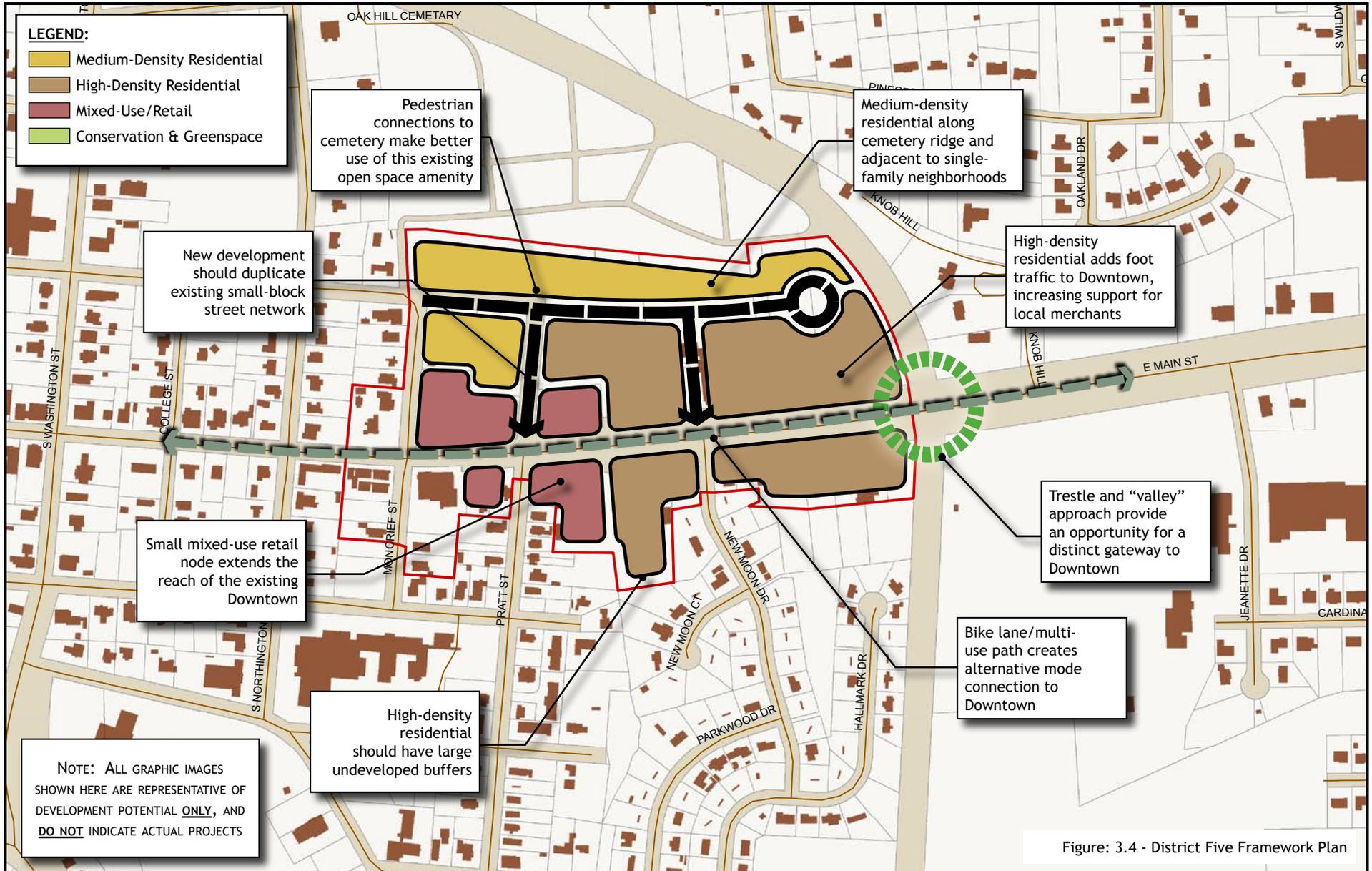


Figure: 3.4 - District Five Framework Plan

Section 2.3
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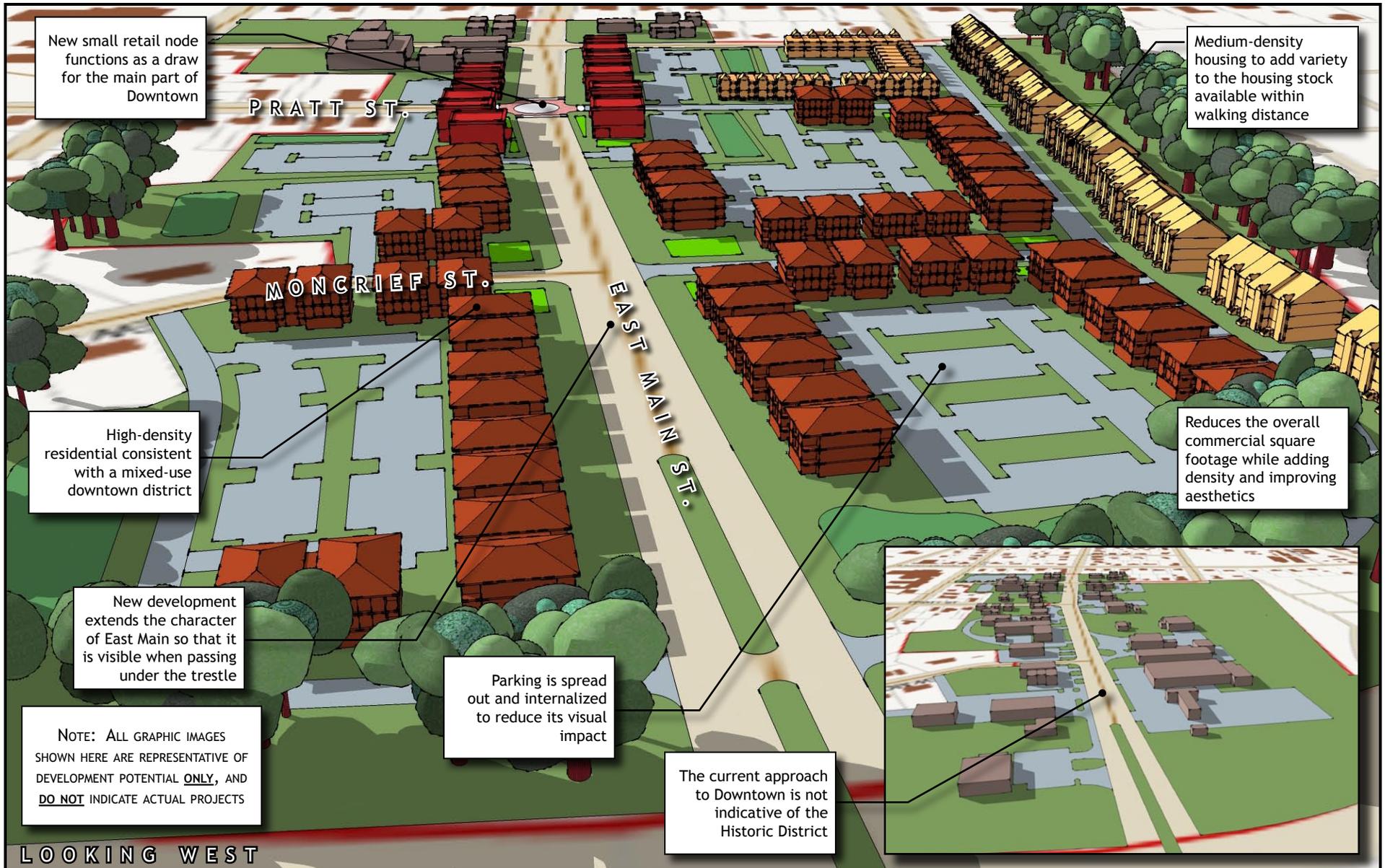


Figure: 3.41 - District Five Model

Section 2.3
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Downtown East - "After"

Downtown East - "Before"



NOTE: ALL GRAPHIC IMAGES SHOWN HERE ARE REPRESENTATIVE OF DEVELOPMENT POTENTIAL ONLY, AND DO NOT INDICATE ACTUAL PROJECTS

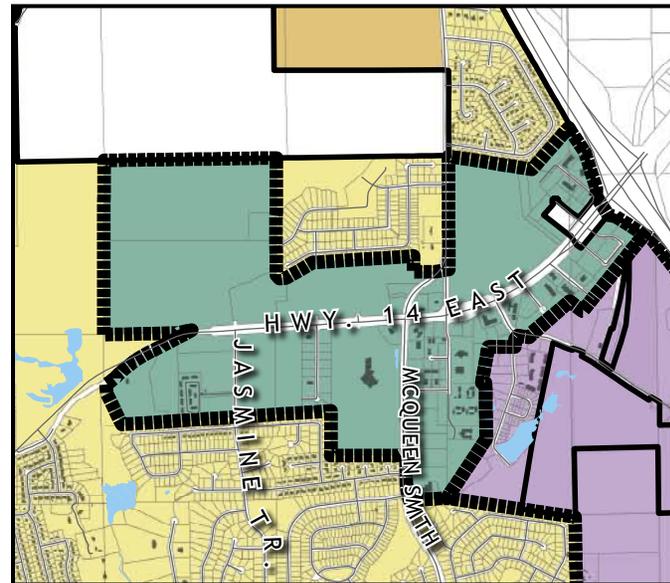
LOOKING EAST

District Six - Highway 14 East

Vision. As a planning district located at in interchange, it is anticipated that there will be more than a fair amount of growth pressure here. However, as Prattville already has a major retail commercial node at the Cobbs Ford exit, this district will need to take a slightly different approach. As a matter of fact, it is one that has already been in part implemented - health care. This district is seen as becoming the health care center of Prattville, adding facilities to accommodate a growing - and aging - population, and adding offices and other uses to support those facilities.

Existing considerations. The vision for the Highway 14 East Corridor has already established a foothold. Health care and medical-related office development has been developed here, and the framework is set for additional development to join it. There is a good deal of vacant land on either side of Highway 14, especially along the north edge, so there are plenty of opportunities to accommodate new growth. Additionally, several pending or proposed transportation projects - the Fairview Extension, McQueen Smith intersection improvements, and upgrades to the interchange itself - will have a positive effect on the development environment.

Future development. Concentrated along the corridor, this district should attract multi-story office and health care-related uses. Some commercial uses should be expected as well, particularly retail, though these should be of the locally-serving variety rather than a duplication of the regional retail at the Cobbs Ford interchange. Some housing is also acceptable, especially as the district moves west, away from the interchange. As part of mixed-use development, this would likely be higher-density residential, and potentially senior-oriented or “active living” housing.



Planning District Six - Highway 14 East

Policies. Within this area, the general rule is to stay the course. Maintain and build upon existing efforts to recruit health care land uses (as per the Market Recommendations) and ensure that the transportation network is capable of accommodating. The Fairview extension has been a stated priority and it is a project that would benefit not only the immediate area but much of the City as a whole.



Health care-oriented development