

# east prattville amendments

[These amendments to the Prattville Comprehensive Plan were adopted in full by the Prattville Planning Commission and the Prattville City Council in February of 1999. They are the result of a study of the eastern part of Prattville that was commissioned by the Planning Commission, entitled East Prattville Revisited, 1998. This section is the last two chapters of that study.]

## what are we doing about it?

The inventory and analysis of conditions, and the identification of issues and growth impacts made it possible to decide what future actions should be while keeping the big picture in focus. The first step in making future plans was to revisit the legibility analysis from 1993 and 1998, the imageability map from 1993 and then to develop an imageability map that is reflective of 1998 growth issues. The second step was to develop a future land use concept. The imageability map and the future land use concept are graphic tools

that can be used in both the public and private decision-making process as a guide to future growth plans in terms of the types of development and their general location that is desired in the eastern part of the City of Prattville.

### *imageability*

Using the same six elements of the legibility survey (paths, edges, landmarks, nodes, districts and gateways), an imageability map was developed that shows how Prattville residents want the city form to appear. The imageability map portrays a goal to be accomplished over time through the construction of city elements and the formation of defineable districts. The imageability map that was a part of the 1996 comprehensive plan shows considerably more definition to the city form than was portrayed in the 1996 legibility map. At that time future growth plans included the following:

- the construction of a bypass around the eastern part of Prattville by utilizing the planned Highway 82 extension and Old Farm Lane;

- the construction of an extension of Highway 14 across the northern part of Prattville; and,
- the improvement of McQueen Smith Road to a major arterial road.

The imageability map included plans for increased interior circulation through the construction of a road to extend from Shelia Boulevard to Highway 14 and the construction of an east-west route through residential areas north of Cobbs Ford Road/ East Main Street. It was planned for the city form to be defined by edges along the southeastern bypass, the Highway 14 extension and Interstate 65 and by commercial districts located at the intersection of Interstate 65 and Cobbs Ford Road, along Cobbs Ford Road between McQueen Smith Road and Shelia Boulevard, at the intersection of Memorial Drive and East Main Street (PrattMont), and in the vicinity of the intersection of McQueen Smith Road, South Memorial Drive and Highway 82. Furthermore, travellers would be welcomed to Prattville by the development of attractive gateways located at the following entrance points: Interstate 65 and Cobbs Ford Road, Interstate 65 and Highway 14, South Memorial Drive and County Road 4 (near the Alabama River Bridge), and on North Memorial Drive.

The imageability map developed for the East Prattville Study remains very similar to the one developed in the comprehensive plan. Significant changes include an enlargement of the commercial district planned for the intersection of Highway 31 South and McQueen Smith Road and the establishment of two commercial districts in the northeast part of

town. A highway commercial district is planned for the intersection of Interstate 65 and Highway 14 and a medical/office commercial district is planned surrounding the intersection of Highway 14 and McQueen Smith Road. The 1998 imageability map includes the creation of two interior gateways: one at the intersection of Cobbs Ford Road and McQueen Smith Road and one at the intersection of East Main Street and Memorial Drive. Differences in circulation patterns are minor, but do include changing McQueen Smith Road from a major path to a minor path and the construction of an additional minor path north of Prattville connecting the northern bypass to Highway 31 North. Finally, the defining boundaries, or edges, of the area have changed. It was initially planned that the city would be defined by the Highway 14 extension to the north by the Highway 82 extension (now Alabama Highway 6) to the south and by Interstate 65 to the east. It is now felt that the east Prattville area will be defined by the development of a connecting bypass, utilizing Alabama Highway 6, Old Farm Lane and construction of a bypass road to the north. Although the 1998 imageability map is very much in line with the comprehensive plan version, the minor revisions reflect the recent growth of the East Prattville area and help to better accommodate future development.

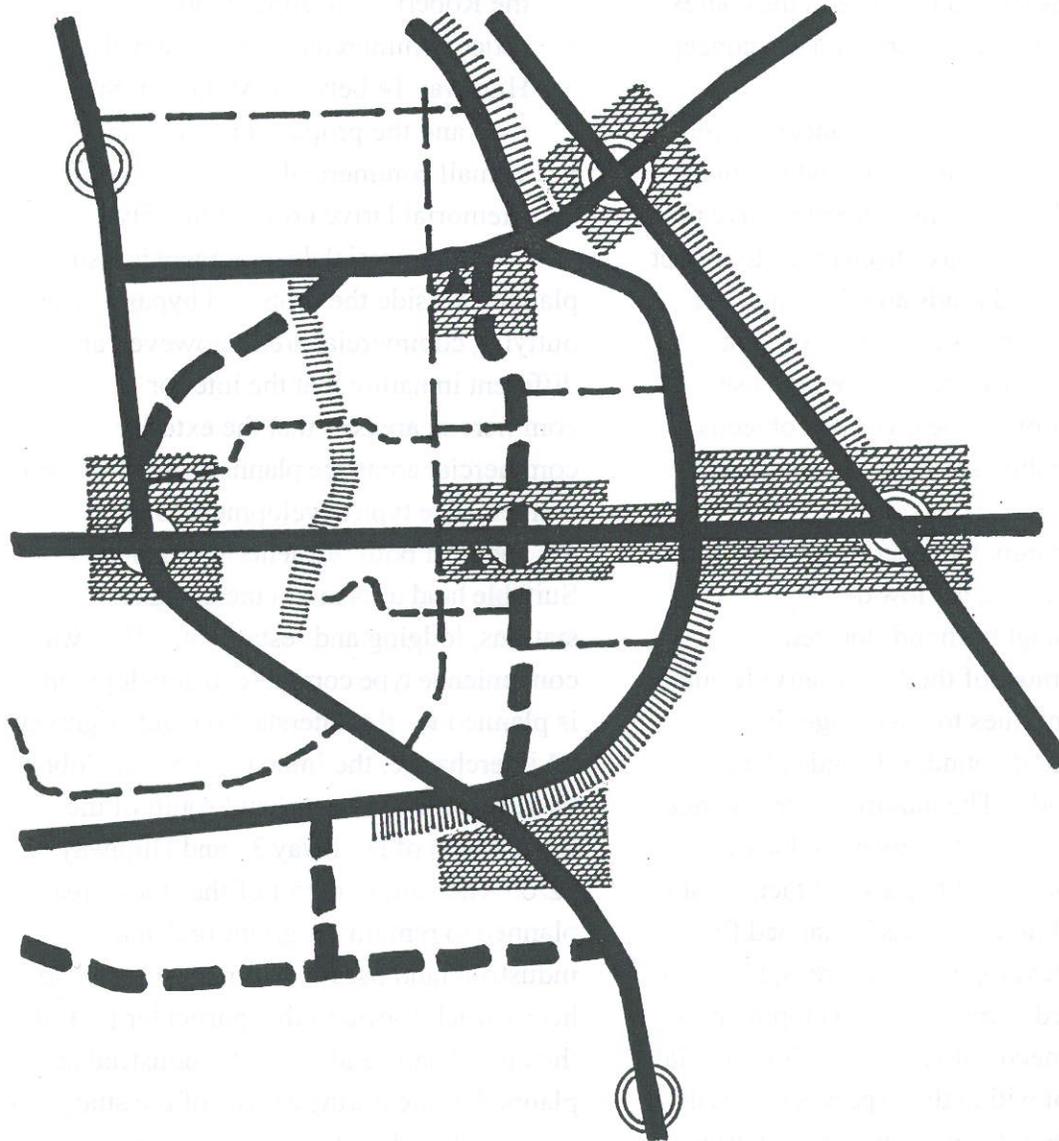
### *future land use*

A design for future land use has been developed in a very conceptual nature, which is intentional to keep future decisions based on development areas rather than on specific parcels of land. It is impossible to

# IMAGEABILITY

## 1998

East Prattville, Alabama



### LEGEND

-  Major Path
-  Minor Path
-  Minor Collector Path
-  Landmark
-  Edge
-  District
-  Gateway



Not To Scale  
1999

forecast exactly where one type of development should end and another begins. Instead, this conceptual design suggests general types of development in very general areas. Specific parcel by parcel land use decisions should be made in the context of zoning, using the future land use concept as a guide.

The future land use concept is very closely aligned to the future land use map adopted in the Prattville comprehensive plan in 1996. Changes have been made to reflect new and planned roads and the impact of recent growth on various areas of East Prattville. Even so, the future land use concept reinforces the goals and objectives that were established in the comprehensive plan.

In design, the future land use concept maintains the low density residential neighborhoods located throughout most of the East Prattville study area and continues to encourage the development of sound, safe and cohesive neighborhoods. The majority of the planned low density residential areas are located within the proposed bypass. In fact, most of the land within the bypass is planned for residential development. There is, however, some planned commercial development to support the needs of residents. Commercial development within the bypass is primarily located at the intersections of major arterial roads. This includes the existing commercial area located at the intersection of Memorial Drive and East Main Street and increased commercial development along Cobbs Ford Road between Shelia Boulevard and the proposed bypass. New commercial areas include:

- planned retail and office commercial

located along Highway 6 between South Memorial Drive and McQueen Smith Road;

- retail commercial located along Highway 6 around the intersection to the Robert Trent Jones Golf Course;
- office commercial development along Highway 14 between McQueen Smith road and the proposed bypass; and,
- a small commercial area along North Memorial Drive north of the city.

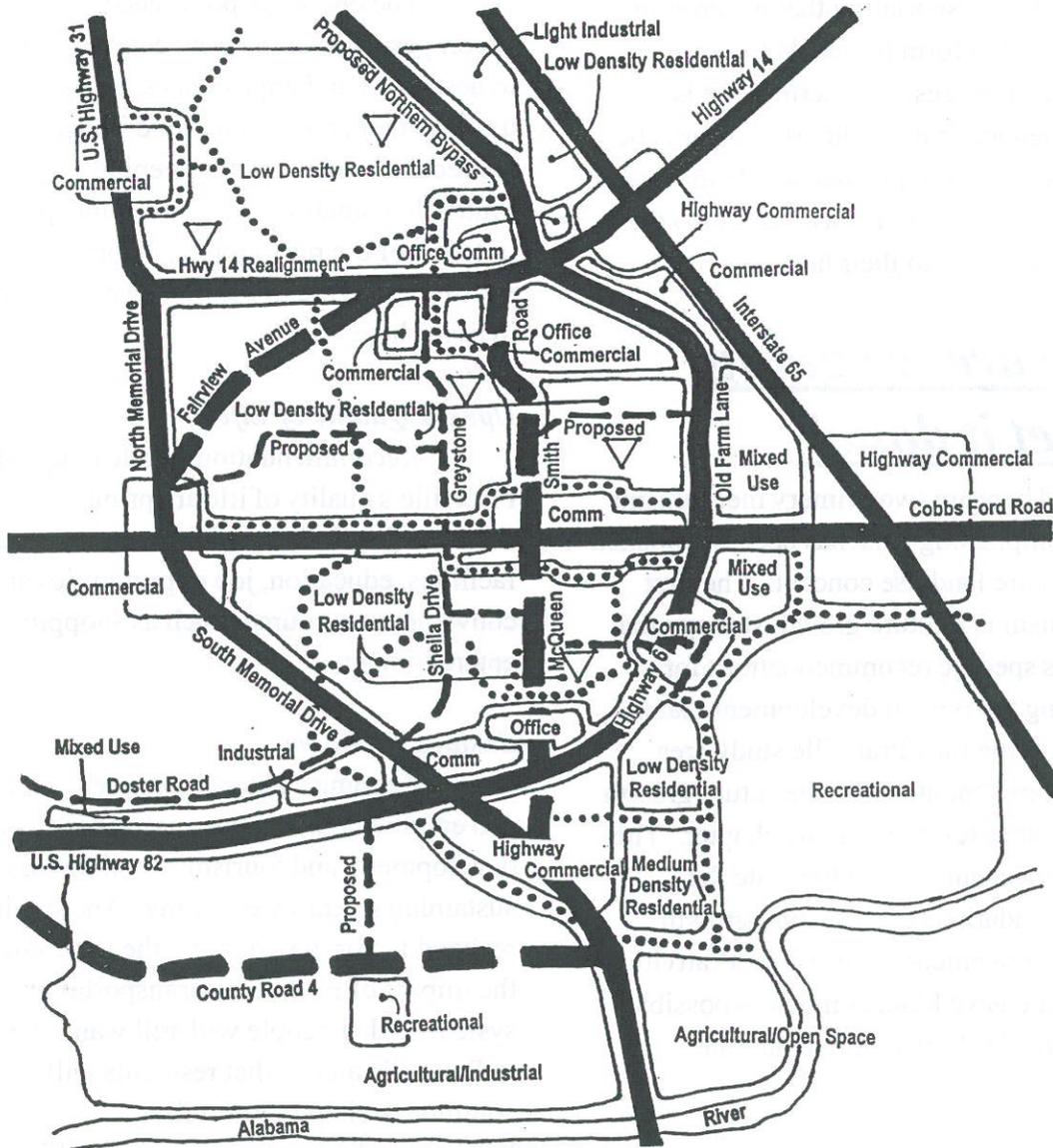
Commercial development is also planned outside the proposed bypass. The outlying commercial areas, however, are different in nature that the interior commercial areas in that the exterior commercial areas are planned to be highway convenience type development to service the needs of both residents and travelers. Suitable land uses might include gas stations, lodging and restaurants. Highway convenience type commercial development is planned for the Interstate 65 and Highway 14 interchange, the Interstate 65 and Cobbs Ford Road interchange, and south of the intersection of Highway 31 and Highway 82/6. The southern part of the study area is planned to remain in agricultural and industrial land uses in order to concentrate heavy truck traffic to that particular part of the city. There is also a light industrial area planned in the northeast part of the study area to take advantage of interstate access.

Of particular note is the planned mixed use area located just east of the proposed bypass. A designation of mixed use denotes that this area would be suitable for a variety of land uses that might exist together in harmony. Examples include high density residential, retail commercial and office commercial. These areas will require

# FUTURE LAND USE CONCEPT

## 1998

### East Prattville, Alabama



### LEGEND

-  Major Path
-  Minor Path
-  Minor Collector Path
-  Bicycle/Pedestrian/Buffer
-  Proposed Park Area



Not To Scale  
1999

particular care in development to ensure that land uses remain compatible even though they may be very different. Finally, the future land use concept utilizes existing floodplains to establish a system of pedestrian transportation that is currently lacking and to form buffers between differing land uses. Furthermore, it is recommended that neighborhood parks be constructed within planned residential areas so those residents may have access to open park space close to their homes.

## **how are we going to get it done?**

There are two primary mechanisms for accomplishing what has been established in the future land use concept. The first mechanism is a future growth strategy that contains specific recommendations for achieving the type of development that is desired in the East Prattville study area. The recommendations of the future growth strategy are presented in this chapter. The second mechanism is to translate the recommendations of the future growth strategy into amendments to the Prattville Comprehensive Plan, as much as possible. An outline for both implementation mechanisms follows.

### ***future growth strategy***

The growth strategy has been consolidated into four basic action themes, or preferences. The information gathered from citizen discussions has been translated into recommendations for action within each of these four categories. The intent is to provide a broad picture for decision making

about future growth and to serve as a guide for individual and/or group development efforts.

### ***Regain/Maintain Character***

The character preference encompasses improvement actions related to aesthetics and appearances, types of development, regulations, and image. These are recommendations for keeping Prattville's small-city, friendly atmosphere, in terms of the reception a person gets when visiting Prattville to the pride a citizen takes in living here.

### ***Uphold Quality of Life***

Recommendations made to uphold Prattville's quality of life are primarily concerned with the available services and facilities, education, job opportunities and convenience resources such as shopping and entertainment.

### ***Sustain Economy***

Keeping a balance between residents and employment, commercial and industrial development, and tourism are all factors in sustaining a healthy economy. Another less realized factor in sustaining the economy is the impact of Prattville's transportation system so that people will still want to move to Prattville and so that residents will continue to shop in Prattville. Recommendations for managing traffic congestion issues will greatly impact Prattville's future.

### ***Maximize Accessibility***

Prattville's regional accessibility has been, and continues to be, one of the city's strongest assets. Recommendations are made to capitalize on Prattville's proximity

to other cities, recreation resources, and industrial transportation routes.

Accessibility includes moving around the city, as well as getting in and out of Prattville.

### *regain/maintain character*

Encourage commercial development that adds to Prattville's attractiveness.

- Discourage random construction of commercial establishments.
- Develop and enforce a sign ordinance that is compatible with desired image.

Develop quality subdivisions and housing at a variety of income levels.

- Zoning and subdivision regulations to promote a mixture of housing types.
- Develop quality rental housing for all income levels, from executive to starter.
- Continue to update and maintain planning and development controls
- Promote subdivision developments that incorporate street hierarchies.

Establish housing education system.

- Coordinate realtors and builders to assimilate and distribute housing information.
- Promote home ownership education.

Update Prattville's Master Street Plan.

- Delineate a street hierarchy system to decrease traffic congestion.
- Project and monitor population growth to provide adequate infrastructure.
- Promote alternative forms of transportation.
- Organize bicycle safety and education programs.

Maintain and build upon quality education system.

- Utilize education system to continue to attract residential growth.
- Encourage community involvement and awareness in the education system.

Provide resources that make Prattville attractive to both residents and visitors.

- Plan for and emphasize family parks, passive parks.
- Develop open space and recreational activities for senior citizens.
- Include walking trails in the construction of new parks.
- Maximize opportunities to develop neighborhood and community parks.
- Require dedication of land for parks or recreational use with new developments.

Establish policies for preserving attractive appearance of Prattville.

- Preserve surrounding agricultural land as open space to minimize sprawl.
- Enforce soil erosion and sedimentation ordinance.
- Remain cognizant of natural resources in new development efforts. Preserve existing view sheds along Highway 6.
- Continue to develop gateways to Prattville in an inviting manner.
- Eliminate unattractive signage that is confusing and misleading.

### *uphold quality of life*

Promote Prattville's positive features to attract commercial development.

- Actively market housing, recreation, education, location, and accessibility.

Broaden the awareness of the affect of the educational system on Prattville's economy.

- Continue to provide a skilled and educated labor force.
- Expand vocational education opportunities.
- Obtain corporate and community commitment to and involvement with schools.
- Improve testing scores in Autauga County schools.
- Increase elective offerings at the secondary level to include advanced scholastics.
- Encourage open meetings to bring educational issues to light.
- Monitor population growth to provide adequate facilities.
- Locate schools on suitable sites in terms of space and access.
- Seek alternative funding sources.
- Increase local funding
- Raise millage rates.

Provide quality affordable housing so that all residents have a place to live.

- Encourage residential amenities in all subdivisions.
- Utilize natural resources, such as views and terrain, as residential amenities.
- Alleviate any overcrowded conditions.

Preserve quality of existing residential neighborhoods.

- Establish area maintenance projects.
- Recognize power of small improvements.
- Enforce soil erosion and sedimentation ordinance.

Develop and implement a pedestrian/bicycle plan.

- Require bicycle/pedestrian paths to be built with new roads and improvements.
- Designate bicycle lanes where possible.
- Develop separate bicycle/pedestrian paths as feasible.
- Construct a sidewalk system that provides access to destinations.
- Create/organize bicycle safety and education programs through schools.

Monitor and meet recreational demand of the Prattville population.

- Work with other agencies (YMCA, Schools) to further develop shared facilities.
- Continue maintenance of existing parks and facilities.
- Maximize opportunities to develop neighborhood and community parks.
- Increase public awareness of recreation facilities and resources.
- Develop a park plan, so that dedication requirements are justified.

Prevent encroachment of incompatible land uses.

- Rezone as necessary in a cohesive manner.
- Discourage inappropriate adaptive reuse of houses.

### *sustain economy*

Build recognition of Prattville as a viable business location.

- Work with Chamber of Commerce on marketing program.
- Promote the Robert Trent Jones golf course and conference center to attract visitors.

- Promote high standards of labor force.
- Promote high quality, compatible mixed-use developments.
- Consider surrounding existing land uses when planning new developments.

Broaden the retail base.

- Attract more family oriented and specialty retail outlets.
- Utilize recreational resources as an economic tool.
- Expand the typical definition of recreation to include commercial establishments.
- Provide opportunities to retain Prattville's young adults in the market place.

Promote the construction of a regional mall in Prattville.

- Investigate location logistics to equally attract home and visiting shoppers.
- Promote mall design that is in character with original Prattville setting.

Promote infill development.

- Identify infill locations that will fill gaps in city's structural fabric.
- Identify types of infill development compatible with future land use plan.
- Identify types of infill development compatible with future surrounding uses.

Promote reuse of vacant commercial buildings.

- Establish task force to identify vacancies and potential occupants.
- Promote existing structures as "ready for business."
- Coordinate realtors, brokers and developers.

- Incorporate commercial incubator into existing empty business.

Continue to recruit industrial resources.

- Incorporate light manufacturing area into development on Highway 31 South.
- Build speculative building as an industrial recruitment tool.
- Continue to develop industrial park space.
- Identify future industrial locations.
- Use resources to gain knowledge on the attraction of targeted industries.
- Continue to utilize state and federal funds for industrial improvements.
- Minimize traffic conflicts between industrial and other vehicles.

Recognize that Prattville is a commuting community in two ways: outgoing and incoming.

- Replace Alabama River Bridge on Highway 31 South to Montgomery.
- Provide service/access roads along arterial routes.
- Limit access on arterial roads that carry highly volumes of commuting traffic.
- Support the park and ride concept for commuting as recommended by the Montgomery Metropolitan Planning Organization.

### *maximize accessibility*

Encourage commercial development that promotes safe and efficient traffic movement.

- Utilize service roads, or a comparable alternative.
- Design commercial development that has entrances from a collector street.

- Encourage build-to lines on road frontage instead of parking.
- Cluster similar and compatible commercial uses.

Improve access to industrial areas in southern part of Prattville.

- Continue widening of Highway 82 corridor.
- Develop rail spurs as necessary.
- Limit non-industrial development along Highway 82 corridor as much as possible.
- Minimize traffic conflicts between industrial and other vehicles.

Identify desired industry niches and develop necessary infrastructure to attract them.

- Consider natural resources and location.
- Consider transportation and utilities.
- Consider start up funding potential.
- Improve Grouby Field to accommodate increased air traffic demand.

Identify and correct traffic problem areas.

- Investigate Main Street into downtown.
- Investigate Cobbs Ford Road near McQueen Smith Road.
- Investigate realignment of Old Farm Road.
- Include school traffic, vehicles and busses in long range transportation plans.

Increase regional accessibility in northern part of Prattville.

- Realign Highway 14 from Interstate 65 to Highway 31.
- Construct a northern bypass.
- Improve Highway 31 South to Montgomery.

## *amendments to the prattville comprehensive plan*

Amendments to the Prattville

Comprehensive Plan are presented here on a chapter by chapter basis. These amendments are derived strictly from the East Prattville Study and do not incorporate additional amendments that may be needed to ensure that the comprehensive plan is sufficiently updated to meet all of the growth and development needs of the City of Prattville. However, the proposed amendments do reflect the recommendations of the future growth strategy for the East Prattville area. In the third and fourth citizen committee meetings, the issues, goals and objections of the comprehensive plan were reviewed to make sure that they were still viable in terms of growth in the East Prattville area. The following are recommendations for proposed amendments as a result of these meetings.

### *plan of action*

1. Revise the first mission statement to include ...by providing superior educational facilities, programs, environment and opportunities so that...
2. Modify second and third mission statements to include oversight and maintenance of aesthetics and attractiveness.
3. Update the legibility and imageability maps to reflect the plans for the eastern part of Prattville.
4. Update the future land use map to reflect the future growth plans for the eastern part of Prattville.

5. Update the summary of implementation strategy.
6. Review and update the Plan of Action detailed implementation strategy to incorporate recommendations for the eastern part of Prattville and eliminate or denote those items that have been accomplished.

*economic development*

1. Include the Robert Trent Jones Golf Course as an impact of Prattville's recent growth.
2. Expand economic development issues to include residential infill development and industrial park development.
3. Incorporate an additional goal to establish the attraction of clean, high technology industry to the City of Prattville.
4. Add the following recommendations to the Economic Development Chapter:
  - Utilize the recreational resources within the Prattville area as an economic tool to attract development.
  - Utilize available state and federal funding programs for improvements to attract desired industries.
  - Continue to develop industrial park space.
  - Participate with the Chamber of Commerce in developing a marketing scheme (aerial photos, fact sheet, speculative buildings, etc.) to target certain industries to locate in Prattville.
  - Utilize the housing and quality of life resources within Prattville to attract development to the area.

- Seek to develop an open-air regional mall in northeast Prattville that conforms to the aesthetics of downtown.
- Promote the Robert Trent Jones golf course and planned conference center to attract new commercial, industrial and residential growth.
- Promote tourism in Prattville to sustain continued economic development.

*housing*

1. Revise goal to state, "Provide Prattville residents with adequate and appropriate housing opportunities to ensure that current housing demand is met and to encourage quality residential growth."
2. Revise objective to state, "Preserve the image and character of Prattville through neighborhood conservation."
3. Update housing data after publication of the 2000 Census.
4. Include the following new recommendations:
  - Establish a mechanism to require the provision of construction, space, or funding for residential parks with new residential developments.
  - Encourage the linkage between existing neighborhoods and all new residential developments to provide for better overall circulation.
  - Update and maintain planning and development controls.

*transportation*

1. Update the functional classification of streets in Prattville.
2. There are no changes in the goals or objectives to the transportation element.

3. Include the following recommendations:

- Support the Montgomery Metropolitan Planning Organization's (MPO) Congestion Management Plan and actively participate with the three subcommittees: Travel Demand Management, Incident Management, and Traffic Operations Management.
- Replace the Alabama River Bridge on U.S. Highway 31 South.
- Utilize existing floodplains to construct a system of pedestrian transportation.

*education*

1. Incorporate the construction of new facilities as an issue in the maintenance of education facilities and in meeting growth demands.
2. Update data on school enrollment and facilities.
3. Revise objective to state, "Upgrade school facilities, grounds, and student transportation."
4. Add an objective that states, "Secure funding resources, especially local, through an increase in millage rates."
5. Add the following recommendations:
  - Plan for and create ways to make schools more accessible for children via bicycle or pedestrian routes versus vehicular accessibility.
  - Work with the Autauga County Board of Education to provide neighborhood schools versus community-wide schools, especially at lower grade levels.

*open space and recreation*

1. Include the lack of passive parks as an issue in the provision of open space and recreation facilities.
2. Modify an objective to state, "Pursue economic growth by attracting and hosting quality recreational events and as a quality of life feature."
3. Add an objective to state, "Meet the recreational needs of an aging population."
4. Add an objective to state, "Raise the priority level of parks and open space with residents, city officials, and other decision makers."
5. Add an objective to state, "Encourage entrepreneurial recreation along with public recreation."
6. Add the following recommendations:
  - Continue to promote Prattville's recreational opportunities as an economic development tool.
  - Promote the construction of a bowling alley in Prattville.
  - Promote the connections of new trails in Prattville with planned and/or existing trails in Elmore County.

*land use*

1. Update the legibility and imageability maps to reflect the growth of East Prattville.
2. Update the existing land use map and existing land use allocation data.
3. Update the future land use map to incorporate the future land use concept developed in the East Prattville Study.

4. Land use related issues should also address gateway development, signage, general education about land use regulations, and consistent enforcement of land use regulations.
5. Modify objective to state, "Establish minimum requirements for parks and/or 'green' areas based on criteria such as acreage, population density, population age, and land use."
6. Modify objective to state, "Preserve and insure that adequate and appropriate land is available for industrial development."
7. Modify objective to state, "Utilize any available state or federal sites and resources."
8. Modify objective to state, "Encourage the development of sound and cohesive residential areas."
9. Add an objective which states, "Understand and promote the aesthetic value of land uses."
10. Include the following recommendation:
  - Preserve existing scenic views found in the East Prattville area, especially along Alabama Highway 6.

