

### Transportation Plan

Prattville has a strong and well connected system of roadways to support the transportation demands of its citizens and businesses. The City's leadership has actively sought to enhance the community's transportation infrastructure through new and improved facilities. The biggest challenge of recent years has been the scarcity of funding to pay for needed projects. By all reasonable projections, the funding challenge will become more pronounced in future years as dollars appropriated for transportation at the federal, state, and local levels continue to shrink. An awareness of current and future funding limitations has and should continue to influence the vision for future transportation goals in Prattville. Emphasis should be placed on maintaining existing facilities so they provide the best possible efficiencies for transportation users. New capacity-building projects should be carefully chosen to augment and connect with the existing system, and they should have broad support within the community.

During the development of the Project Prattville comprehensive plan, several concerns were repeatedly expressed by citizens and City leaders:

- Prattville's east/west roadways need improvement
- More pedestrian and bicycle facilities are needed to encourage other modes of travel
- New or improved roadways are needed in the north and northeast sectors of the city to support future growth and development
- Street connectivity is very important to support balanced and evenly dispersed traffic demand
- Street design and operation should be consistent with the adjacent land uses.



*The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails... William Arthur Ward*

These concerns seem to reflect a desire among citizens that Prattville maintain its residential “home town” character while still providing efficient travel options that support growth. Several global strategies will need to be implemented if that vision is to be accomplished. The City will need to:

- Maintain the integrity of the existing transportation system.
- Develop an appropriate street system in new growth areas.
- Be sensitive to roadside context when planning new or modified transportation projects.
- Consider the needs of all transportation users (automobile, pedestrian, bicycle, transit, truck, rail, air) in planning and designing new transportation facilities.
- Apply access management principles to important collector and arterial streets.
- Encourage alternative modes of travel through design and policy decisions.

The following paragraphs provide more detailed guidance and recommendations for these global transportation strategies. Included in the discussion of the first strategy is a summary of anticipated future traffic volumes and levels of service on Prattville’s roadway network. At the conclusion of the transportation strategies discussion is a list of recommended projects for short and long term implementation.

#### Global Transportation Strategies

*Maintain System Integrity.* In a climate of persistently shrinking transportation funds, maintenance of existing facilities has become a top priority. If you can’t build new roadways, then it is imperative that you get the highest possible performance out of the roadways that you do have. System maintenance includes managing a lengthy list of items associated

with roadway performance such as pavement, drainage, markings, signage, and traffic signals. A regular assessment of operational performance on the city’s major roadways would be an excellent way to identify low-cost improvements as well as higher-cost projects that may take years to plan and implement. The analysis completed as part of Project Prattville provides such an operational performance assessment. It is recommended that the City consider updating that analysis in approximately five year intervals and adding to it an assessment of crash patterns so that needed safety improvements can be identified.

Figure 2.3 (following page) summarizes forecasted average daily traffic volumes on Prattville’s street system for the horizon year 2035 as well as level of service measures for traffic operations with existing travel lanes and, in some cases, with proposed improvements. Level of service is a measure of congestion that ranges from “A” (free flow conditions) to “F” (very congested conditions). The results of the level of service analysis were used to identify needed capacity improvement projects like U.S. Highway 82, Fairview Avenue, McQueen Smith Road, and U.S. Highway 31. Some needed improvements are not easily identified through a level of service analysis but were identified through field observations. Those projects, like traffic signal optimization and turn lane additions are low in cost but can be particularly helpful for maintaining efficiency in an existing transportation system. Detailed descriptions of all recommended improvement projects are provided in the subsection entitled “Recommended Transportation Projects”.

*Develop Streets in New Growth Areas.* Project Prattville’s market study forecasts several major growth areas for Prattville: the northern sector along the U.S. Highway 31 corridor, the AL Highway 14 corridor near I-65 and McQueen Smith Road, the Old Farm Lane corridor, the Homeplace development



Proposed improvements to McQueen Smith Road at East Main Street

Figure 2.3: Forecasted Traffic Conditions

**Forecasted Traffic Conditions for Year 2035**

Segment	Average Daily Traffic Volume	Existing Laneage	Median	AADT LOS	Peak Hour LOS		Proposed Laneage	Median	AADT LOS w/ Improvement	Peak Hour LOS	
					AM	PM				AM	PM
US 31 from Alabama River to US 82 Bypass	39000	4	Divided	D	B	B					
US 31 from US 82 Bypass to E Main St	23600	4	Divided	B	B	B					
US 82 Bypass from Cobbs Ford Road to just west of US 31	20500	4	Divided	B	A	A					
US 82 Bypass from just west of US 31 to Doster Rd Cutoff.	31500	2	Undivided	F	F	F	4	Divided	C	A	A
US 82 Bypass from Doster Rd Cutoff to east of AL 14	31500	3	Undivided	F	F	F	4	Divided	C	A	A
US 82 Bypass from east of AL 14 to AL 14	26600	4	Divided	B	C	C					
US 82 Bypass from AL 14 to west of AL 14	16900	4	Divided	B	C	C					
US 82 Bypass from west of AL 14 to west of Malone Ct	16900	2	Undivided	E	E	E	4	Divided	B	A	A
US 82 Bypass from west of Malone Ct to West 4th St	13400	4	Divided	B	A	A					
US 82 Bypass at West 4th St	12800	3	Divided	C	E	E					
US 82 West from study area boundary to US 82 Bypass	10000	2	Undivided	C	E	E					
West 4th St from US 82 Bypass to S Court St	6400	2	Undivided	C	C	C					
West 4th St from N Court St to S Washington	4900	2	Undivided	C	C	C					
S Washington from E 4th St to E Main Street	7600	2	Undivided	C	C	C					
Lower Kingston Rd from study area boundary to West 4th St	3300	2	Undivided	B	C	C					
Gin Shop Hill Rd from West 4th St to US 82	1900	2	Undivided	B	B	B					
Old Autaugaville Rd from US 82 Bypass to AL 14	1500	2	Undivided	B	B	A					
AL 14 (Selma Hwy) from west study area boundary to CR 4	8800	2	Undivided	C	D	E					
AL 14 (Selma Hwy) from CR 4 to US 82 Bypass	9200	2	Undivided	C	E	E					
AL 14 (Selma Hwy) from US 82 Bypass to Deer Trace St	9600	2	Undivided	C	C	D					
AL 14 (Selma Hwy) from Deer Trace St to E Main Street	12500	2	Undivided	C	D	D					
CR 4 from AL 14 (Selma Hwy) to US 31	2200	2	Undivided	A	B	B					
Washington Ferry Rd from AL 14 to south of CR 4	2500	2	Undivided	A	B	C					
Doster Road from US 31 to AL 14	4000	2	Undivided	B	C	C					
Cobbs Ford Road from I-65 to US 82 Bypass	50200	6	Divided	E	D	D					
Cobbs Ford Road from US 82 Bypass to Silver Hills Dr	26600	5	Undivided	D	C	C					
E Main Street from Silver Hills Dr to US 31	25600	4	Undivided	C	C	C					
E Main Street from US 31 to Jeanette Dr	27100	4	Divided	D	D	D					
E Main Street from Jeanette Dr to New Moon Dr	26000	4	Divided	C	B	B					
E Main Street from New Moon Dr to S Washington St	23060	3	Undivided	E	E	E					
E Main Street from S Washington St to S Chestnut St	12700	3	Undivided	C	D	D					
E Main Street from S Chestnut St to S Court St	12700	2	Undivided	D	D	D					
S McQueen Smith Rd from US 82 Bypass to E Main St	12500	2	Undivided	C	E	E	4	Divided	B	C	C
Shelia Blvd from US 31 to Seasons Dr	7500	2	Undivided	C	D	C					
Shelia Blvd from Seasons Dr to E Main St	7500	3	Undivided	C	D	C					
N McQueen Smith Rd from E Main St to Fairview Ave	28300	5	Undivided	C	B	B					
AL 14 (Fairview Ave) from I-65 to Summit Pkwy	46300	4	Divided	C	C	C					
AL 14 (Fairview Ave) from Summit Pkwy to west of Medical Ctr Dr	42400	5	Undivided	C	C	C					
AL 14 (Fairview Ave) from west of Medical Ctr Dr to Jasmine Tr	26600	4	w/ turn lanes	C	B	B					
AL 14 (Fairview Ave) from Jasmine Tr to US 31	22000 / 17000**	2	Undivided	F	E	E	2	w/ turn lanes	D	E	E
US 31 from 6th St to north study area boundary	15000	2	Undivided	D	E	E	4	Divided	B	A	A
US 31 from SR 14/Fairview to 6th Street	21000	4	Divided	B	C	C					
US 31 from E Main Street to SR 14/Fairview	33500	6	Divided	D	D	D					
Powell Road from Martin Luther King Dr to US 31	7000	2	Undivided	C	D	D					
Martin Luther King from Moses Rd to 6th St	6600	2	Undivided	C	D	D					
N. Chestnut Street from 6th St to 4th St	6100	2	w/ turn lanes	C	C	C					
S. Chestnut Street from 4th St to E Main St	7700	2	Undivided	C	C	C					
Wetumpka Street from US 31 to North Washington St	14100	3	Undivided	D	D	D					
CR 59/Upper Kingston from N Court Street to study area boundary	4300	2	Undivided	C	C	C					
<b>Proposed New Roads</b>											
Fairview Extension	8000						4	Divided	B	A	A
North connector road between Old Ridge Rd & MLKing	600						2	Undivided	A	A	A
New connector road between MLKing and Upper Kingston	1500						2	Undivided	A	A	A

and area along U.S. Highway 82. In a few of these areas, like the northern sector along U.S. Highway 31, there are large amounts of undeveloped land with very little street network. As these areas develop, it will be important to plan for and construct a street system to provide access as well as to disperse traffic in a balanced, less concentrated fashion. As these areas begin to develop, it would be wise for the City to require a master plan that designates a hierarchy of streets (alley, local, collector, and major collector) that is sufficient to support the vision for land use and density. For the Project Prattville traffic operations assessment a new roadway connection between Old Ridge Road and Upper Kingston Road was tested in the regional travel demand model. Forecasted traffic volumes for the new connector road are very low which would indicate the project is not a short term priority. On a long term basis, however, the connector road would improve east/west travel choices and connectivity between major north/south routes and Prattville High School.

*Be Sensitive to Roadside Context.* In each public meeting for Project Prattville, citizens expressed concerns about maintaining quality of life in their community. Perceptions about quality of life and aesthetics are often heavily influenced by transportation facilities. Throughout the United States one can find numerous examples of roadways that were “improved” in a way that increased capacity and travel speed, but did significant damage to the appearance and quality of the adjacent community. An alternative approach is to consider the roadside context when making transportation decisions. Mobility, typically measured as capacity or level of service, is not the only important consideration for transportation improvements. Instead, transportation decision making should consider a wide range of issues, including but not limited to safety, community values, environmental impacts, aesthetics, cost, and mobility. Prattville has

some streets that will have deficient capacity and less than desirable traffic operations in the coming years. For some of those streets, adding capacity would mean a significant trade-off for adjacent land uses. As Prattville considers future projects and priorities, it is strongly recommended that a collaborative public process be used to encourage broad consideration of the impacts and opportunities created by those projects.

*Consider All Transportation Users.* The City of Prattville has been proactive in pushing for consideration of pedestrian accommodations on state-funded projects located within the city limits. The fruits of those efforts are now being seen in the planning and design for improvements to Old Farm Lane and McQueen Smith Road. It is recommended that city leaders consider formalizing and broadening their commitment to other modes of travel by adopting a “Complete Streets” policy. “Complete Streets” is a name adopted by the National Complete Streets Coalition to describe a process of planning and design that considers the entire roadway area (travel way, shoulders, and adjacent space) and all potential users.

*Encourage, Implement and Enforce Access Management.* Access management is the planning, design, and implementation of various land use and transportation strategies to maintain traffic flow and safety along a primary roadway, while still considering access needs of various land uses and development types. Allowing unlimited or unrestricted access to roadside development eventually degrades the carrying capacity and safety of a roadway. By managing roadway access however, a governing agency can increase safety, extend the functional life of a major road, reduce traffic congestion, support alternative modes of transportation, and improve appearance and quality of the built environment. Prattville should consider adopting some basic access management



Pedestrians, cyclists and cars share a road

guidelines to assist with the site plan approval process for new developments. It is also recommended that the City designate several important roadways as “access management corridors” where the city would either retrofit access management where feasible or enforce access management principles on existing properties when they re-develop over time. A list of the recommended access management corridors is provided in the recommended projects subsection of this report.

*Support Alternative Modes of Travel.* The City of Prattville is currently quite limited in availability of choices for travel. There is a modest network of sidewalks, even fewer acceptable bicycle routes and no fixed route transit service. Encouraging the design and construction of new bike and pedestrian facilities is an excellent way to support and encourage citizens to make alternative choices for their transportation. Establishment of park and ride lots for commuters to Montgomery would help to encourage carpooling. Within the next decade, it may even be feasible to start a small transit initiative to provide service to downtown and other commercial districts.



Sample image: Local transit bus

### Parks and Trail Network Plan

Throughout the Project Prattville effort, there has been a recurrent theme with regard to greenspace: People want more. While this is not atypical for a community (Who doesn't want more parks?), in Prattville the sentiment is born out by the existing conditions. As mentioned in the Inventory and Assessment, the City is very much underserved by greenspace, with many of the peripheral neighborhoods having grown beyond the reach of local parks. An integral part of the remedy for this is the creation of a Parks and Trails Master Plan. While this document can not create a detailed plan, it can provide the baseline for all future greenspace planning efforts.

The attached map (Figure 2.3, following page) is that baseline. There are two primary components of this illustration: Greenspace Target Areas, and the Trail Network. The Greenspace Target Areas represent general locations that should, as the plan is implemented, be considered as potential sites for communal greenspace. Practicalities preclude the identification of specific parcels as targets: The plan can not, at this level, parse out the suitability of all the pieces land in a target area. The plan can, however, illustrate areas of need within which future analyses can be conducted in order to focus in on the best sites. These areas of need were identified through a number of means: a review of the current land use pattern; an analysis of the sustainability matrices from the Inventory and Assessment phase; and a study of the growth pressures and trends that may come to bear in the near future. The identification of these areas of need should not be taken to omit any other potential sites outside those areas. Should the City be presented with "targets of opportunity" - perhaps some land becomes available for below market, or a developer would like to add to an existing greenspace

- these should be by all means considered. Given the general dearth of park space within the City limits, any opportunity should be considered. However, these target areas are meant to show where the greatest specific need lies, and where the focus of future efforts should fall.

The second component of this map is the Trail Network. Within this network, there is a variety of trail types that are available:

- Greenway trails. These are multi-use paths that wind their way through parks, fields, conservation areas, floodplains, etc. and do not follow any existing or planned street right-of-way. These would accommodate multiple modes of travel, including pedestrians, rollerbladers, bicyclists, and golf carts.
- Multi-Use paths. These are paths that, in general, parallel an existing or future roadway, but are set off from that roadway, usually by a planted strip or some similar buffer. These could also support a full array of modes, including golf carts.
- Bicycle lanes. These are on-street paths that are portions of the right-of-way clearly delineated as 'bicycle only'. They are usually striped as such, but in some cases can be separated by a curb or median as well. Due to their proximity to an active (and often higher-speed) automotive ROW, these would typically be limited to bicycles only. Pedestrians and rollerbladers would be relegated to a sidewalk, if available, and golf carts would be prohibited.
- Bicycle routes. These are existing or future streets that are identified, usually via signage, as bike routes. These routes would usually be through lower-speed, lower-traffic areas like residential neighborhoods and would provide linkages between more formalized parks and trails. Bike routes are a very easy and cost-efficient way to fill in potential gaps in the network.



A new bike lane and improved sidewalk on Martin Luther King at Ridgewood

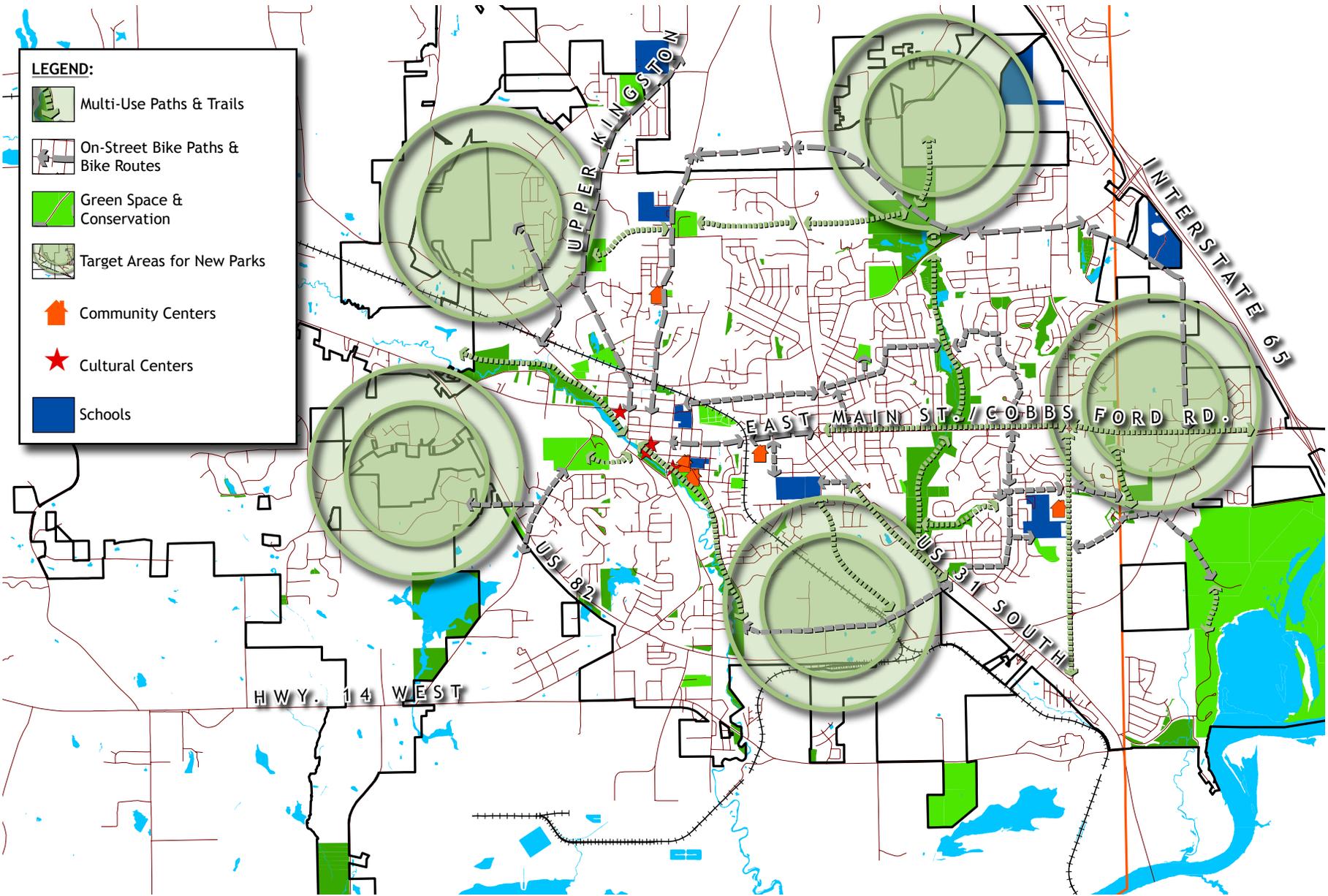


Figure: 2.3 - Parks & Trails Network

The guiding principle of the network is to provide a realistic alternative to automotive travel, one that links residential areas to desirable destinations like schools, parks, and shops. At the same time, it provides in itself an opportunity for recreation for those who would like to use it as such. The network is designed not only to connect points of interest, but also to provide a number of circuits around which cyclists, runners, etc. could travel with minimal interruption.

The network as shown attempt to connect both existing attractions as well as those anticipated with future growth. The segments of the network can be broken out as numerous separate projects, and are identified as several discrete efforts in the Implementation portion of this report (Section III). Prior to actual construction, however, it is recommended that a feasibility study be conducted for priority portions of the network. Such a study would help identify potential issues with items such as ROW acquisition, grade navigation and traffic conflicts, among others. It is likely that the final network will differ substantially in its layout from the one shown here, but this initial plan should be considered a guideline for those ongoing considerations.



Pedestrian bridge as part of a multi-use path

### Development Plan

While the public involvement process provided a wealth of information, both broad and specific, Project Prattville is also tasked with providing a plan that is not only desirable, but economically feasible. To help cross-check the planning aspect of the study, *Project Prattville* also includes the aforementioned market assessment.

Real estate markets can generally be divided into four major sectors: residential, retail, office, and industrial. To create a comprehensive market assessment, Market + Main, as part of the *Project Prattville* team, reviewed each of these sectors for both Prattville and the surrounding area. Information was obtained from: stakeholder interviews; phone surveys; government documents; and nationally published public and private data sources. The following is a brief overview of the findings and recommended development characteristics for each of the real estate sectors, along with the overall development recommendations for the City of Prattville. The full and detailed analysis can be found in *Book Four - Resource Manual*.



*No sensible decision can be made any longer without taking into account not only the world as it is, but the world as it will be...*  
*Isaac Asimov*



*Residential Market Analysis Overview.* The City of Prattville is a suburb of the greater Metropolitan Montgomery area and has grown tremendously over the past four decades. The City’s housing is predominately single-family, but apartments and mobile homes also make up a significant portion of the housing stock. As with most parts of the country, single-family housing growth in Prattville has slowed dramatically in the last two years because of the national recession.

Multi-family units constitute a small proportion (10.5%) of Prattville’s housing stock. Apartment communities in Prattville vary greatly in size, age, and physical characteristics. Of the fifteen communities surveyed by Market + Main, five identified themselves as tax credit properties while ten were market rate (although two of the market rate communities accept Section 8 vouchers). Occupancy rates are significantly higher for the tax credit properties than the market rate properties. Most of the market rate communities would be considered Class B+ properties at best, and many would be considered Class C.

Approximately one percent of housing units in Prattville are classified as attached single-family. Condominiums and townhomes have rarely been built in Prattville, and the few projects that have been built have usually not been well received by the market.

The following are Recommended Residential Development Characteristics for the City of Prattville.

- **Detached Single-Family Homes:** The majority of home buyers moving to Prattville are looking for the suburban lifestyle represented by the single-family home and a yard. Until the housing market rebounds, the strongest market will be for single-family homes under \$200,000. Once the economy recovers, the market for homes in the price range of \$200,000 to \$350,000 should return.

- **Attached Single-Family Homes/Townhomes:** This product type has historically not sold well in Prattville. Because the City is largely a bedroom community, it will be difficult to grow this market. It is likely, however, that there would be a demand for a townhome product geared towards the active adult (age 55 and older) community.
- **Downtown Housing:** Currently, Prattville doesn’t have a lot of housing options to appeal to the single young professional. The most logical place to create this type of housing would be in the historic downtown. This would be a small market, and the product would most likely need to be rental.
- **Garden Style Multi-Family Apartments:** Currently, there is a much greater demand for tax credit units than market rate units. Future market rate units built in the City will need to have better architectural design, landscaping, and amenities if they are to hold their value over the long-term.

	Total Demand for Additional Housing Units			
	5-Year	10-Year	15-Year	20-Year
Single-Family Detached	1,250	2,485	3,725	4,965
Single-Family Attached	140	275	415	550
Multi-Family	465	920	1,380	1,840
<b>Total</b>	<b>1,850</b>	<b>3,685</b>	<b>5,520</b>	<b>7,355</b>

*Source: Market + Main.*

Prattville Residential Demand Forecast,  
2013 - 2028

*Retail Market Analysis Overview.* While there are retail developments throughout the City of Prattville, most major retail centers are located in three subareas: Downtown; the area surrounding the intersection of Memorial Drive and East Main Street (Prattmont); and Cobbs Ford Road from its intersection with Highway 75 east to I-65. Retail in other areas of the City consists largely of small, anchorless strip centers.

A great deal of new retail space has been added to the Prattville market in the last two years. By 2008, the City of Prattville had approximately 93.9 square feet of retail space for every person residing in the City; this is well over twice the national rate. While the figure for Prattville is extraordinarily high, it is not surprising when one considers the larger trade area served by Prattville retail developments. It is unlikely, however, that future development can continue to take place at such a rapid pace. Already, vacancy problems are beginning to show up in the market.

While there does not appear to be a great deal of demand for additional retail space over the next five years, there will be opportunities for new neighborhood retail centers in underserved areas of Prattville. While this retail would be successful, it could also likely create vacancy in the older shopping centers closer to the center of the City.

The following are Recommended Retail Development Characteristics for the City of Prattville.

- **Big Box/Regional Retail:** Considering both current and under construction retail developments, there will most likely be little demand for additional space for retailers drawing from the larger region over the next five years.

- **Neighborhood Retail:** With continued population growth, there will be a limited amount of demand for new neighborhood retail in the form of grocery-anchored retail centers located closer to residents. Although there are already several grocery-anchored centers in the City, they are located along the corridor between downtown and the interstate, which is inconvenient for a large portion of the population.
- **Downtown:** For the foreseeable future, downtown doesn't need any additional retail space. Efforts should focus on adding more customers instead of more buildings. The exception would be the addition of retail as a part of mixed-use redevelopment or infill within the existing Downtown framework.

	Total Demand for Additional Retail Space			
	5-Year	10-Year	15-Year	20-Year
Neighborhood Serving	70,010	225,405	368,080	510,755
Community Serving	107,235	397,030	663,110	929,185
<b>Total</b>	<b>177,245</b>	<b>622,435</b>	<b>1,031,190</b>	<b>1,439,940</b>

*Source: Market + Main.*

Prattville Retail Demand Forecast,  
2013 - 2028

*Office Market Analysis Overview.* In general terms, office uses can be divided into two broad categories: local-serving tenants and regional tenants. Local-serving tenants are those whose primary customer base are local residents. Regional office tenants provide a service to other companies or individuals on a regional, national, or international basis. These are the office uses that bring outside dollars into a community. The overall office market in Prattville is a tiny fraction of the metro area’s office market, and it is made up almost entirely of local-serving tenants.

In the past, Prattville has not had locations with the amenities and atmosphere that are conducive to drawing the regional office tenant. However, the recent addition of new retail, restaurant, and hotel developments near the interstate has created an area where office development is more likely to be successful, coupled with aggressive attraction efforts.

The following are Recommended Office Development Characteristics for the City of Prattville.

- **Local-Serving Office:** While this market is expected to grow with the population, existing retail space in strip shopping centers will provide a great deal of competition for these tenants. New office space will have to be in one-story buildings that can compete on rental rates with these older shopping centers. It might be wise to meet the demand for local-serving office by converting one of the older shopping centers into office space and then constructing new buildings in the parking lot to create the feel of an office park.

- **Regional Office:** Prattville now has the necessary amenities in place to support the creation of a regional office market. To begin with, the buildings will have to be two- or three-story, stick-built structures that have a commercial architecture. These must be a step above the current office buildings in the City, but still inexpensive enough to compete on price with other areas of metro Montgomery.

**Total Demand for Additional Office Space**

	<b>5-Year</b>	<b>10-Year</b>	<b>15-Year</b>	<b>20-Year</b>
Local-Serving	32,130	63,920	95,765	127,610
Regional	50,000	125,000	200,000	275,000
<b>Total</b>	<b>82,130</b>	<b>188,920</b>	<b>295,765</b>	<b>402,610</b>

*Source: Market + Main.*

Prattville Office Demand Forecast,  
2013 - 2028

**Industrial Market Analysis Overview.** Existing industrial uses in Prattville are located largely in the southern and western portions of the City. There are also available industrial sites located in two existing industrial parks in the City, with a third industrial park located outside the City limits to the north along I-65.

The existing industrial buildings and sites in Prattville are largely uninviting. Some sites appear ill-maintained and could even be depressing neighboring land values. Industrial uses can sometimes overwhelm an area because of the sheer size of the buildings and their ancillary development. However, with careful planning and the use of regulations, industrial uses can be attractive and look and function like business parks.

Prattville’s location along I-65, along with the availability of City services, makes the City attractive to potential industrial uses looking to locate in the Montgomery area. While major industry is currently clustered in the southern and eastern parts of the metro Montgomery area, there are no major factors precluding their location in Prattville.

The following are Recommended Industrial Development Characteristics for the City of Prattville. There are two potential markets for industrial growth in Prattville.

- The first is the small owner-occupied building with an office component. This type of product is commonly referred to as “light industrial,” but it could also be considered “heavy office.” Often, these buildings consist of an office space with several employees and a small warehouse in the back for storage or distribution. To draw these businesses, the building would have to

be attractive, close to the interstate and retail development, and located in a business park-type setting.

- The second potential market would be the general industrial users drawn to the area because of access to the interstates. These uses might locate in one of the City’s two industrial parks, but the parks would most likely need major physical upgrades to attract them.

Industrial Space

*Source: Market + Main.*

	Total Demand for Additional Industrial Space			
	5-Year	10-Year	15-Year	20-Year
Industrial Space	176,500	353,000	529,500	706,000

Prattville Industrial Demand Forecast,  
2013 - 2028

## Development Recommendations

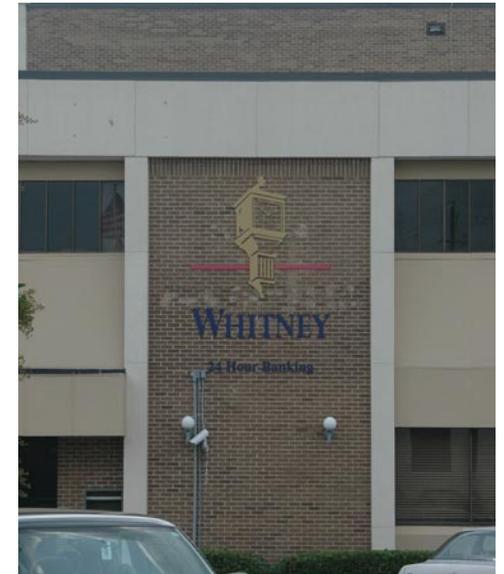
*Expand and Leverage Partnerships.* The City of Prattville government can not alone make all the development recommendations happen, particularly in these economic times. It will take significant partnership efforts to continue to move Prattville forward in the future. Some of these partnerships already exist and should be leveraged. If there are organizations, sectors, or entities not at the table currently, they should be invited into the implementation process and embraced. The counties (Autauga and Elmore), non-profits, foundations, Chamber of Commerce, companies, State, regional neighbors, and new organizations should all be participants in both the work that has to be undertaken and the benefits that can ultimately be gained. Pooling the resources of all these entities can help to maximize exposure of the Prattville area as a whole in terms of economic development. Economic development has to have a clear direction and cannot be successful without strong collaboration.

*Increase Job Base.* Current development in Prattville is weighted heavily towards retail and residential. The office and industrial markets are very weak and more reminiscent of a rural market than a suburban one. To have a healthy and balanced economy, it is vital that the City grow both its industrial and office sectors. To draw industrial development, the City should make sure that existing industrial parks are attractive to potential users. The City should also make room for additional industrial development close to the interstate and the area's amenities. Prattville also has the ability to draw regional office tenants to the City because of the recent development of new retail and hotel projects. These office tenants will only come to the area if there is a location with the appropriate amenities and atmosphere that appeal to the Class A tenant. Because the industrial and office

markets are so underdeveloped, it will take a concerted effort to grow them. While Prattville has worked to recruit industrial and office employment in the past, these recruitment efforts must grow to become a top priority if the City hopes to achieve strong results in the future.

*Nurture and Grow Downtown.* Prattville can create a regional draw out of its downtown with one-of-a-kind specialty retailers and unique restaurants. There is an opportunity to turn downtown Prattville into metro Montgomery's hip, cool shopping and dining district. Many of the building blocks for this transformation are already in place, but creating such a regional draw will take commitment and planning by the City and by downtown stakeholders. Some initiatives to consider include: the creation of design guidelines for downtown buildings; implementation of a façade grant program to assist with exterior improvements to buildings; creation of a revolving loan fund to make major building improvements economically feasible; coordination of revitalization efforts through a downtown manager; installation of wayfinding signage to direct potential customers to the downtown; construction of new housing in the downtown to bring additional activity to the area; creation of a coordinated marketing strategy; and preservation of the historic mill building.

*Make Healthcare an Anchor.* From an economic development standpoint, quality healthcare is vital to a city. Many potential residents and businesses need to feel confident that their basic healthcare needs can be met within their community. Additionally, healthcare is itself an economic engine and can provide a significant number of jobs that are less subject to the effects of economic downturns. The City of Prattville is fortunate to have Prattville Baptist Hospital. Since the hospital was first constructed, Prattville has been transformed from a rural community into a major suburb. As the community continues to grow, the hospital will most



New businesses increase job base

likely need a new facility if it is to grow with the City. A new facility at the site of the medical office building on Highway 14 is in the hospital's long range plans, and it would be wise for the City to assist and encourage this development in any way feasible. With a new building, the hospital would likely become more of a regional health care facility, drawing from a much wider area north of Montgomery. The area around a new hospital should be encouraged to become a commercial node for the City, with a strong emphasis on office instead of retail.

*Increase Tourism.* Prattville is uniquely situated to use tourism as an economic development tool. The City already has many of the pieces in place including: its location along a major interstate, the recently opened Bass Pro Shop, the new Marriott Hotel and Conference Center, unique downtown shops and restaurants, and the Robert Trent Jones golf course. The City of Prattville can immediately begin to market these attractions to potential visitors. The City can also build on these with future developments. Some of these might include: the development of additional mid-range hotels, the creation of a regional sports complex for multi-sport tournaments, and the leveraging of local bodies of water to create additional attractions.

*Locate and Diversify Housing Strategically.* Some of the older neighborhoods in Prattville are beginning to show signs of disinvestment. The community must find ways to encourage reinvestment in these areas. In addition, the City should encourage all newly built multi-family developments to have the features and amenities that will make them attractive for long-term reinvestment and upkeep. The natural movement of residential growth in Prattville is to the north. The City can, however, encourage this growth to move into the western portions of the community through the use of planning. For sustainable growth, it also important that Prattville develop a diversity

of housing types; this simply means allowing mixed products and a variety of price points. In Prattville, there is a need for: housing for the young, single professional; executive-level housing (\$400,000 and up); and communities specifically targeting the active adult (age 55 and up).

*Prune and Re-Use Retail Space.* Prattville has a great deal of strip center development that is ripe for redevelopment. While finding new uses for Prattville's obsolete shopping centers will be a challenge, there are many examples of successful conversions in other cities including: county or city office buildings, private offices (call centers, back office operations), libraries, churches, parks/recreation/senior centers, and public or private schools. For some shopping centers, it may not be economically feasible to renovate them. In these cases, consideration should be given to demolishing the buildings and then using the vacant land to construct new housing.

*Protect and Improve Quality of Life.* Consistently, the residents of Prattville state that they love the City and the quality of life that they enjoy here. This is one of the strongest economic development tools that any City can have, and it is one that should be protected. Some of the issues that should be considered and addressed include: quality parks and recreation programs, adequate transportation infrastructure, and a continued reputation for quality schools.



Potential strip center redevelopment  
in Pratt Plaza

### Community Facilities and Resources Plan

Related to the planning of future land uses and the delineation of potential transportation and trail networks are numerous additional community issues that must be addressed in parallel. These are typically concerns that are not reflected directly on the maps and plans, but which have implications for the realization of any planning efforts. These concerns are therefore set out as policies, often adding detail to line items from the Community Objectives. These policies are set forth in this section, and will as appropriate be reflected in the implementation portion of Project Prattville.

**School System.** The quality of the schools in the City of Prattville is considered not only a point of pride but also a prime economic tool. The merits of the Autauga County School System were the subject of numerous stakeholder and public comments, and have been a running theme throughout the study process. There is some level of concern, however, with regard to building upon, or even maintaining, that level of excellence as the city grows. The concern is twofold:

- Many of the schools are at (or beyond) capacity, and resources for upgrades and/or expansion appear to be limited;
- The overlap of the City between two counties (Autauga and Elmore) has the potential to cause conflict as new residential areas develop in the portion of East Prattville that lies within Elmore County.

One of the primary obstacles to moving forward has been the lack of a clear plan for future schools growth, and this has in no small part been hindered by the lack of resolution with regard to the county line. Given that funds are currently apportioned to schools by county, and given that residents on the Elmore side



*I am a part of all that I have met... Alfred Lord Tennyson*

of the City of Prattville would currently attend Elmore County Schools, several ideas have been suggested:

- Create a City school system for Prattville. While this would allow all students within the City to attend the same system, there are worries that “reinventing the wheel” would be cost-inefficient - the City would likely have to purchase or lease the facilities from the County, and come up with a new board and administration - and would have a deleterious effect on the remaining schools in the unincorporated portion of the County.
- Create a hybrid school system. Some variation on the notion of a City School System with some level of control by the County would allow all children to attend the same system without having to recreate the educational infrastructure. The downside is that this does not solve the issue of funding discrepancy - that is, those residents in the Prattville/Elmore portion of the City would still be paying taxes to Elmore County, but would be receiving an education from Autauga County (and thus costing that county money).
- Creating a revenue-sharing agreement between the two County Systems. This would appear to be the most cost-effective route, but would require multiple municipal interests to convene and address the method in which this would be implemented.

In the meantime, from a purely planning perspective, it would be beneficial to create a master plan for school construction and expansion, one which takes into account the details and forecasts of the Project Prattville effort.

*Infrastructure.* This covers a wide range of services, but to ensure a smooth growth pattern and to minimize disruption, it will be necessary for the City to map out a detailed plan for infrastructure expansion. This has several sub-categories:

- **Police/Fire/Ambulance.** Service is currently considered to be sufficient, but to maintain a satisfactory level - and to reduce the costs that come with locating services after growth has occurred - the Public Safety and Planning departments should conduct twice-yearly joint reviews. Geared primarily towards information-sharing, this will allow Planning to identify development patterns that might affect delivery of public safety services, and would provide Public Safety with the opportunity to “fill in holes” before they even come in to existence.
- **Water/Sewer.** Often the most expensive to implement, and the most disruptive to install, the City should be aggressive about planning for the expansion of the existing network. Indeed, should the economic climate rebound favorably, it may be in the City’s interest to lay the infrastructural groundwork proactively. By setting the water and sewer service before development occurs, the City can guide that growth into preferred areas.
- **Stormwater.** An oft-unforseen repercussion of development is the increase in redirected stormwater runoff. This is in no small part due to the increase in impervious surface associated with new construction, but of similar concern is the tendency of that redirected water to be focused at a certain point or points, rather than be more evenly distributed. Even when guided towards existing facilities, if the capacity is reached (or exceeded) this can create flood-risk areas, erosion problems and public health issues related to standing water. The City can, however, take the opportunity to pre-empt runoff issues by planning for new retention and detention facilities in targeted areas (similar to the approach taken with water/sewer service). One trend gaining in



Water Works offices

popularity is a shared detention policy in which the municipality (in this case, the City) builds a centrally located facility or facilities, and allows developers to buy in to its usage. This allows for the more efficient (and lucrative) redevelopment of property, and a more manageable centralized system.

- **Utility.** Pole-mounted utilities and high-tension lines are more easily placed after development. The concern in this instance can be one of aesthetics. To bury utilities that are typically run above ground, it can be prohibitively expensive regardless of when in the development process the option is pursued. However, a cluster of overhead lines can be a noticeable distraction and a minus to the general appearance of a roadway or corridor. As new development occurs, efforts should be taken to run utilities off of the main thoroughfares. One practice gaining acceptance is to locate utilities along the backs of lots, especially along busier, commercial-lined roads. Such a policy should be advanced as a general rule, and pursued more aggressively along main streets where appearance is extremely important.
- **Sanitation.** Similar to public safety, this is not a physical concern that need be addressed on advance of development. However, one recurring concern has been the current manner in which sanitation pick-up is being addressed, in the Downtown area particularly. For all areas, curb service should be mandatory through well-maintained receptacles, or “herbie curbies”. This is of prime importance along East Main Street, approaching Downtown from the east. Only under special circumstances should bags or loose refuse be set out upon the curb. Another concern is the location and disposal of collected refuse; the City may wish to examine new potential sites for

both disposal of trash and collection of recycled materials.

*Downtown.* As mentioned in the Market Assessment, the Historic Downtown is an asset unique to the region, and should be handled accordingly. There are a number of strategies that can be implemented to promote the Downtown and to increase its visibility and retail traffic, but the one that is most likely to have an immediate and effective impact is the establishment of a Downtown Development Authority. Creating and funding an organization with the sole purpose of advocating for the Downtown will not only improve general visibility of the district but will also enable more influential programs. These could include, but would not be limited to, the creation and enforcement of Downtown Development Guidelines; a Façade Grant Program for repairing and improving the appearance of older buildings; a Revolving Loan Fund for supporting downtown businesses; and wayfinding improvements at the interstate and along Cobbs Ford/ East Main. The DDA would also be able to coordinate and support various partnerships (with the Chamber of Commerce, Cobbs Ford merchants, the Montgomery Convention and Visitors Bureau, among others) to increase exposure of the Historic District and all it has to offer.

*Recreation.* While much of the focus has been on the potential for a parks and trails network, there is much more that goes in to a well-rounded recreation environment for a city. Aside from maintenance of the current park inventory, there are a couple of other needs that have surfaced during the Project Prattville process. A coordinated administrative board for existing recreation facilities would be helpful in the complex process of scheduling and maintaining the varied and disparate public and semi-public resources within Prattville. Currently, there appears to be some level of disconnect among the entities that perform



Downtown Prattville

these functions. Having a single coordinating body would more efficiently allocate access to facilities, mitigating to some extent the existing shortage, until such time as more fields can be brought on line.

Related to that concern, the current effort to fund and construct a Regional Recreation Center should be formalized and staffed, most likely by the City. Local advocates have already authored a rough vision for such a center, the creation of which would address a number of issues raised in this plan already: Attracting more tourism, improving quality of life, and adding greenspace. Finally, the City may wish to initiate a study for the creation of a “Waterways Plan”. While this might have some overlap with the trails network effort, it should also help identify which of these resources should be the focus of preservation efforts and which could be used in concert with greenways and trails. It may also - in conjunction with a stormwater management effort - note sections of the watersheds that might be at-risk from future development, and suggest steps to preserve those areas.

Lastly, though not of minimal importance, the existing Prattville branch of the library system is in sad physical repair, and is undersized for the community. The City, in cooperation with the County, should undertake an effort to find suitable options for rebuilding, relocating and/or replacing the current facility.

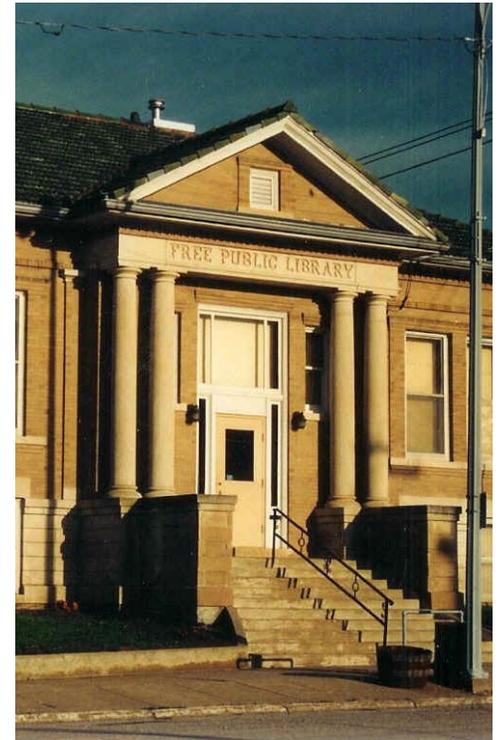
**Regulation.** A large part of ensuring an effective comprehensive plan is making sure that the appropriate legislation and ordinances are in place to support the policies and goals of the plan. A logical starting point is to conduct an analysis and re-write of the existing zoning codes. Given the disparity between the previous and proposed Future Land Use plans, and the changes in the development landscape since the code was last updated, it is not surprising to find that much of what is suggested in the Project Prattville report

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would be technically very difficult to implement under the current regulatory framework. The mixed-use designations in particular are not clearly supported by existing zoning, and would need to be written in to a new ordinance. In addition, the proposed designations are unrefined; new zoning would want to add more detail on percentages of uses and allowable uses by designation, among other considerations.

Pending a review of the zoning code, there are a number of options for implementation based on the comprehensive plan recommendations. The City could undertake broad-scale rezoning to comply with the future land use recommendation. However, this is both time- and effort-intensive and would not be an efficient use of resources. More effective would be to use a two-pronged approach: For high-pressure development areas like corridors and some of the eastern districts, create zoning overlays to put an additive, incentive-based regulatory armature on top of the existing designations; for all other areas, allow case-by-case rezoning applications, judged against the recommendations from Project Prattville.

Two points for consideration during a zoning review: the inclusion of CPTED strategies, and the inclusion of more detailed infill regulations. CPTED, or Crime Prevention Through Environmental Design, is a series of standards that seek to make the general design of the public realm more cooperative with public safety efforts. These include suggestions for maximum landscaping heights and minimum tree limbing (to provide clear views and reduce hiding spots for potential criminals), and the painting and lighting of parking decks (to improve the visual comfort of an environment that is often perceived as unsafe), among many others. Infill regulations would focus on existing in-town neighborhoods, particularly in and around the Historic Downtown. In supporting the state goal of preserving the character of existing neighborhoods,



*My two favorite things in life are libraries and bicycles. They both move people forward without wasting anything. The perfect day: riding a bike to the library... Peter Golkin*

the need extends beyond buffering existing residential areas from adjacent development. It also includes the manner in which single parcels or small assemblies are redeveloped amid strong existing context. Key governing principles should include:

- Infill development can encompass a different use from those adjacent (so long as the use is allowable based on zoning) but should be sensitive to the scale and style of its neighbors. New structures should not tower above the adjacent uses, and should be of a similar style as the pre-existing structures.
- Infill development should not appreciably alter the traffic patterns in the immediate vicinity. Thus, for example, no gas stations or large parking lots in the middle of a residential neighborhood.
- Infill development should not require a large-scale upgrade in infrastructure.

More detail may be written into revisions of the zoning ordinance, but this provides a guideline for intent.

Finally, the *Project Prattville* effort has reaffirmed the local standard for transparency and openness in public process and governance. The combination of scheduled public workshops, an engaged Advisory Group, and a frequently-updated website meant that the citizens of Prattville could track the progress of the project throughout its stages. Though this part of the process is coming to a close, the policy of transparency can be carried forward into implementation and beyond. The [projectprattville.com](http://projectprattville.com) website was an excellent portal for disseminating information, and may be used to show how the plan is being put in motion. Likewise, a yearly review of progress should be conducted, ideally with an external Advisory Group, to see where efforts might be falling short, or identify instances in which the recommendations of the plan might need to be altered or amended.



Community input at the Implementation Workshop