plan of action

The citizens of Prattville have a purpose -- ***to be the preferred community in Central Alabama for families, business, and industry.***

The citizens of Prattville also have a vision -- ***Through comprehensive planning, the citizens of Prattville intend to manage and direct the City's growth, ensure the highest quality of living for each resident, stimulate economic growth, and attract quality industry.***

That's a lot to say for a city of approximately 22,000 people, many of whom have moved to Prattville in the last 15 years. But what's more is that the citizens of Prattville have a plan for getting what they want. That says even more -- not just about the city's leadership, but also about the residents and the businesses who depend on Prattville's well-being to provide them with the lifestyle they have come to enjoy and want to continue.

In August of 1993, the City of Prattville began formulating a plan of action to maintain a city where heritage is strong, people are respected, city character is valued, and where growth is welcome. In a word, the citizens of Prattville want to maintain their 'community'. Early in the process, the citizens established four mission statements to help them reinforce the purpose of the city and achieve their vision:

Continually confirm our purpose as the "Preferred Community in Central Alabama" by providing superior educational facilities and opportunities so that Prattville children may become competitive graduates.

Excel in the provision of protection services, infrastructural facilities, and cultural opportunities so that Prattville residents are afforded the highest quality of living possible.

Maintain vigorous citizen oversight of municipal activities to ensure that opportunities are realized for continuous improvement in the provision of services, facilities and resources.

Foster an atmosphere which stimulates economic growth and attracts quality industry through adequate transportation facilities, a stable and active business environment, a skilled and educated work force, and a strong customer base.

Over the course of a year, the citizens of Prattville took stock of the city's resources and liabilities; identified those issues which could encourage or limit desired growth; and, made recommendations which would address deficiencies and promote the type of development that is wanted and needed. The results of these studies are found in the six elements of this plan, which are economic development, housing, transportation, open space and recreation, education and land use. The study of each of these elements of the city's life produced goals and objectives which were used to develop the action plan for the City of Prattville. Those goals are as follows:

economic development

Provide for the future economic growth of Prattville by expanding employment opportunities for all residents and providing industries with the skilled labor force and business environment necessary for continued expansion.

housing

Provide Prattville residents with adequate and appropriate housing opportunities to ensure that current housing demand is met at all income levels and to encourage quality residential growth.

transportation

Establish a transportation system that addresses the City's present transportation problems and concerns; and, manages and focuses the future development of Prattville.

open space and recreation

Establish a progressive and farsighted approach that provides the highest standard of quality recreational facilities and environments by promoting fitness, relaxation and sportsmanship.

education

Ensure that educational resources, facilities and opportunities exceed national educational standards and provide continual support for the on-going improvement of education.

land use

Support the City of Prattville's economic development, housing, transportation, open space, recreation and education goals through planned land uses in a manner that maintains and promotes Prattville's unique image and quality of life.

Grow sensibly by anticipating land use needs.

citizen comment

To determine the views of the citizens of Prattville toward public problems and future growth, a citizen survey was prepared and delivered to approximately 7,000 households as an insert in the quarterly newsletter published by the Prattville City Council. The detailed results of the survey are included as Appendix A. Approximately four percent of the surveys distributed were returned. While the low number of responses does not allow credible inferences about the entire population of Prattville, it does provide a glimpse of the opinions of Prattville citizens.

The average respondent to the survey was over 45 years old and the member of a two person household. The majority of the responding households did not have any children at home, were white, and were originally from places other than Prattville. Of those households who did have children at home, 68 percent of the children were under the age of 18.

Responses to the survey revealed that Prattville's low crime rate and proximity to Montgomery strongly influence a resident's decision to live in the city. The survey also revealed that while many residents feel that Prattville is a family-oriented city, they also feel that persons outside of Prattville perceive the city only as a suburb of Montgomery. A majority of the respondents believe that Prattville's recent growth has been either appropriate or too fast. Respondents are concerned about a variety of problems, but are most concerned about improving education, public infrastructure, planning for future growth, and having a city government which is accountable to Prattville residents. While the survey responses revealed that many people desire well-planned and controlled growth, a significant minority of the responses stated that Prattville did not need to grow or that the undesirable problems associated with growth would destroy the character and quality of life which first attracted them to Prattville.

legibility and imageability

The physical form of Prattville was studied in a simplistic and conceptual format using six visual elements: paths, edges, landmarks, nodes, districts and gateways. The results of this study are shown as graphic depictions in Figure 3 and Figure 4, and are discussed in detail in the land use element of this plan.

The legibility graphic shows how Prattville currently appears. Interstate 65 and U.S. Highway 82 form boundaries to Prattville to the northwest and southeast. There are limited circulation routes, or pathways, and few organized districts. A concentration of nodes and landmarks exist in the downtown area and along Main Street -- Cobbs Ford Road. It was also noted that a true gateway, or entrance, to the city does not exist.

In a related survey, Prattville citizens stated that important characteristics of their city were the industrial heritage and an identity as a small, wholesome and friendly city.

Using responses and knowledge gained from the legibility survey, Prattville citizens developed an imageability graphic which showed what they want Prattville to look like. In the imageability graphic, the circulation system (pathways) is greatly improved. Boundaries are formed which represent where Prattville begins and ends, and gateways are established to welcome people to the city. Gateways became increasingly important as a method of welcoming occasional visitors and to improve the travelling experience for everyday commuters. Also, districts

Figure 3

LEGIBILITY

Prattville, Alabama

LEGEND

Major Path

Minor Path

Edge

Landmark

Node

District

Path - a route, or channel, which a person uses to move through, around or within a city, including streets, waterways, railroads, easements, etc.

Edge - a linear element which is a separation, or boundary, between two areas; a break in the continuity of form; may include a natural or man-made feature.

Landmark - a reference point; elements by which people can locate themselves or use for directional purposes.

Nodes - a focal point, or gathering spot, which a person can enter and be a part of; an activity centers.

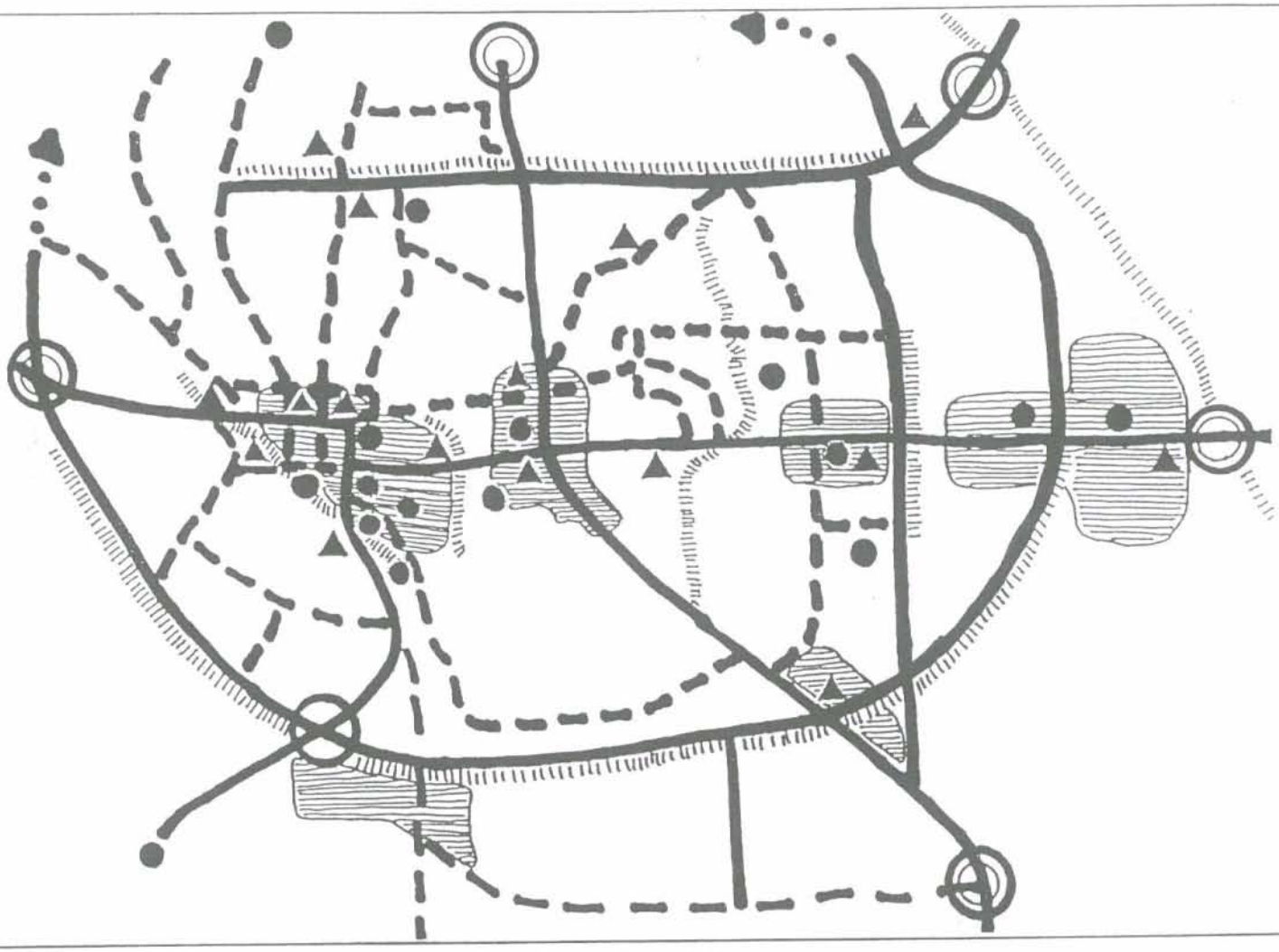
Districts - an area which has a clearly defined character that separates it from its surroundings; generally thought of as two-dimensional; an area that a person mentally enters or exits.

N

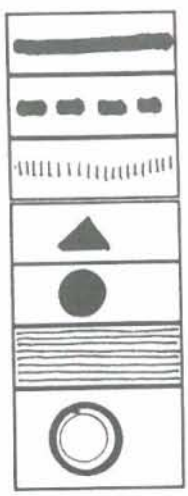
Figure 4

IMAGEABILITY

Prattville, Alabama



LEGEND



Major Path

Minor Path

Edge

Landmark

Node

District

Gateway

Path - a route, or channel, which a person uses to move through, around or within a city, including streets, waterways, railroads, easements, etc.

Edge - a linear element which is a separation, or boundary, between two areas; a break in the continuity of form; may include a natural or man-made feature.

Landmark - a reference point; elements by which people can locate themselves or use for directional purposes.

Nodes - a focal point, or gathering spot, which a person can enter and be a part of; an activity centers.

Districts - an area which has a clearly defined character that separates it from its surroundings; generally thought of as two-dimensional; an area that a person mentally enters or exits.

Gateway - an entrance that announces arrival to a city.

became more defined and enlarged to meet resident needs. The districts, for the most part, are planned around existing nodes and landmarks.

planned land uses

Using the imageability graphic to provide a visual form of Prattville and the recommendations of each of the plan elements, a future land use map (shown as Map 3) was produced to guide growth and development. Land use can easily be categorized into the following uses: residential, commercial, industrial, institutional, and parks and open space. The land use plan for the City of Prattville is for retail commercial development to be clustered along major arterial roads and major intersections, while office-commercial uses are concentrated in the PrattMont and Downtown areas. Residential development forms a hierarchal pattern, with higher density residential uses abutting commercial areas. One intent of this pattern is to preserve the cohesiveness and stability of low density neighborhoods while allowing convenient access from major and minor arterial roads to high density residential areas.

Industrial development is planned to be located in the southern part of Prattville along an industrial corridor between U.S. Highway 82 and County Road 4. Directly adjacent to the industrial area is a commercial corridor to encourage commercial uses which are related to, or similar to, the industrial facilities. Institutional uses, such as fire stations, schools, and municipal buildings are located strategically throughout the city to serve the entire population as needed.

The future land use map also shows an increase in park land and open space so that almost every residential neighborhood has convenient access to the natural world. For the most part, the open space and parks are planned for land which is not highly suitable for other types of development. Future land use is discussed in further detail in the land use element of this plan.

implementation

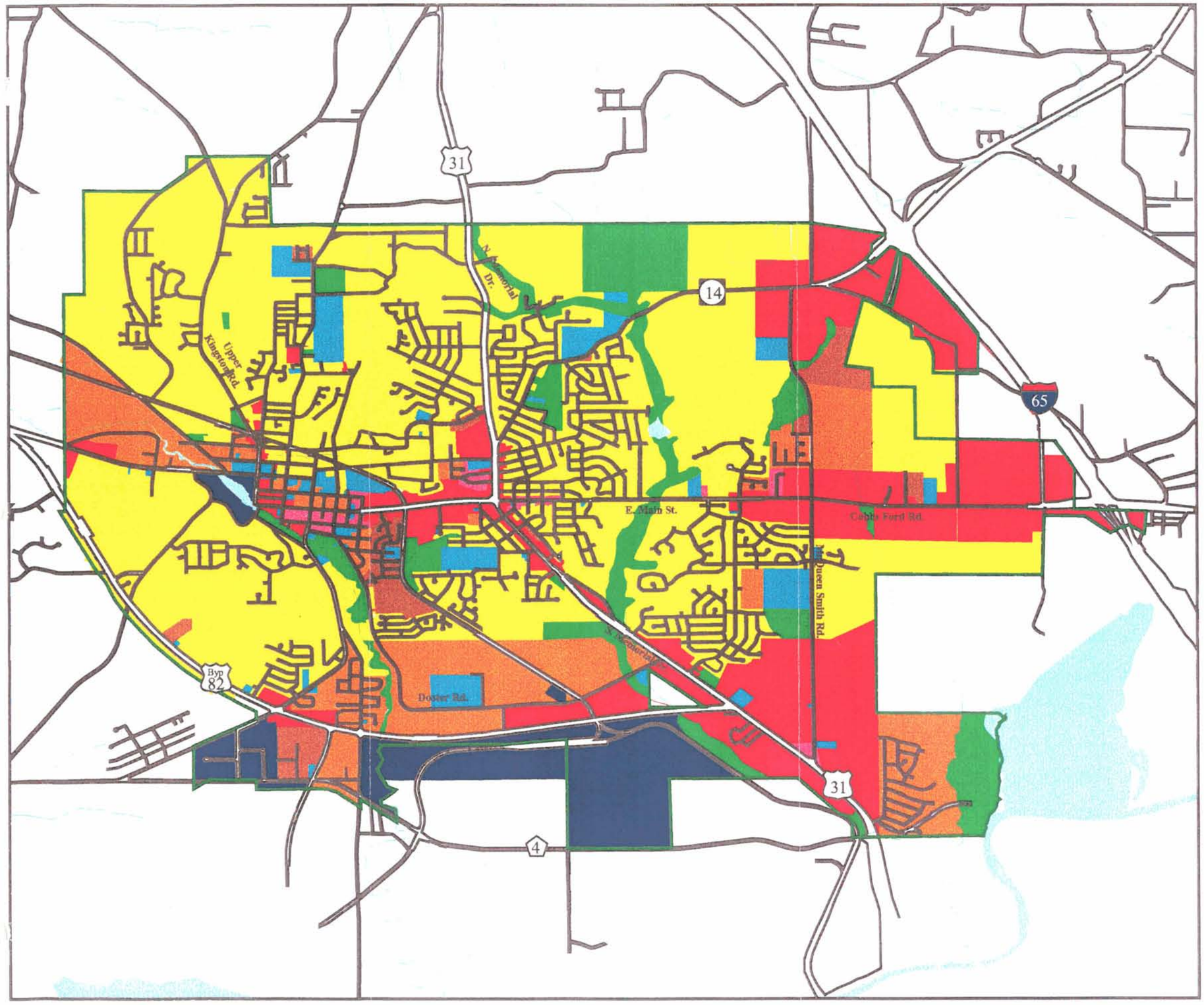
Implementation is the means by which the goals, objectives and recommendations of the plan are accomplished. The implementation strategy uses four groups of implementation tools, which are: (1) advice, persuasion, education, and influence; (2) budgeting and strategic planning; (3) regulation, or the police power; and, (4) incentives and inducements. All of the recommendations, actions, policies and programs for implementation can fit into one of these four groups. The first group of implementation tools -- advice, persuasion, education and influence -- is centered around building a consensus within the community for implementation of the comprehensive plan and its recommendations. In order to do this, the community must be educated about the contents of the comprehensive plan and the reasons behind the decisions. Then, they can be influenced to work with community leaders to accomplish established goals.

Budgeting and strategic planning are the financial means for accomplishing goals and objectives. Recommendations and actions that are capital improvement

Map 3

FUTURE LAND USE

Prattville, Alabama



LEGEND

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Parks & Open Space
- Institutional
- Industrial
- Retail Commercial
- Office Commercial
- Agriculture

N

Miles

0 0.5 1

projects should be included in the annual budget to help supplement costs that are not covered by the City in its regular maintenance program.

Regulation tools include city ordinances and codes, design guidelines and regulations, and the police power. The police power is the power of government to regulate individual and group actions as required to protect and promote public health, safety and welfare. The police power is generally carried out through local ordinances. The existing local ordinances should be reviewed to ensure that they are in compliance with the future plans and policies for the development of Prattville.

Incentives and inducements generally refer to partnerships formed between local government and private citizens. By working together, development can occur that is in accordance with the comprehensive plan and is profitable to the private citizen -- creating a win-win situation.

Tools in each of these categories can, and should, be used in conjunction with other tools to produce a full range of opportunities for the continued growth and development of Prattville. In the implementation strategy which follows, tools from each of these categories are utilized as necessary to accomplish the comprehensive plan purpose, vision, goals and objectives.

The land development guidelines were used as a basis to review each of the recommendations from the plan elements so that programs, policies and actions could be formulated. The actions were then prioritized, categorized as being a high or low cost item, and finally, assigned to various groups and/or persons for implementation. The following is an implementation strategy to achieve the City of Prattville's vision and missions and to reach the goals and objectives as set forth for economic development, housing, transportation, open space and recreation, education and land use.

On the following page, a summary of the implementation strategy is provided in a chart format. The summary describes the focus of each phase of implementation and a general overview of whether the phase is a high cost phase or a low cost phase. The detailed action steps, their associated cost ratings and persons or groups who have been assigned the responsibility for implementation follow the summary chart. Both the chart and the detailed action steps should be reviewed together.

Summary of Implementation Strategy for Prattville Comprehensive Plan	
Phase I: One Year Implementation Time	Cost: Low Focus: Establishing and putting ordinances, regulations and plans in place to insure that future development is in compliance with the comprehensive plan. The one high cost item is hiring an economic developer.
Phase II: One to Three Years Implementation Time	Cost: Low Focus: Educating the citizens of Prattville about long-range plans through the development of public/private committees and public meetings. Encouraging citizen involvement in the decision-making process and implementation of plans. High cost items include education and extending Highway 82.
Phase III: Three to Five Years Implementation Time	Cost: Moderately High Focus: Upgrading and constructing new infrastructural services to continue to provide a high quality of life and to continue to attract growth. The responsibility for implementing lower cost items, such as citizen education and attracting development, is shifted to public/private committees and other agencies.
Phase IV: Five to Seven Years Implementation Time	Cost: High Focus: Continue constructing, upgrading, and expanding infrastructural facilities, with a particular emphasis on transportation services. The private sector is focused on improving appearances and increasing resources.
Phase V: Seven to Ten Years Implementation Time	Cost: High Focus: Acquiring land for industrial and institutional growth and improvements, and continued emphasis on improving educational system and transportation system. Private sector to continue encouraging commercial attractions and provision of housing, educational and recreational facilities.
Phase VI: Ten to Fifteen Years Implementation Time	Cost: Moderate Focus: Begin extending development efforts beyond corporate boundaries by improving transportation accessibility. Begin working on increased quality of life factors.
Phase VII: Fifteen to Twenty Years Implementation Time	Cost: Moderate Focus: Looking into alternative transportation facilities which ease commuting and increase the quality of life through transportation/recreation facilities.

phase one:

One Year
Implementation Time

Low Cost Items

1. Adopt an ordinance requiring decision makers to compare impact of actions with an adopted comprehensive plan. *City Council.*
2. Develop, adopt and enforce a stringent nuisance ordinance to eliminate deteriorated and dilapidated housing, and abandoned property, as well as unsafe and/or unsightly appearances. *City Council, Planning Commission.*
3. Adopt and implement a long range strategic plan. *City Council.*
4. Continue a positive working relationship between the City of Prattville and the Chamber of Commerce. *City Council, Chamber of Commerce, Economic Developer.*
5. Develop a thoroughfare plan which identifies major arterials, minor arterials, collectors and minor roads. Include limitations on access, an access plan for all schools, ways to decrease congestion, and industrial access needs. Designate truck routes. Correct existing line of sight and turning lane problems. Study feasibility of one way streets to clarify traffic patterns. *City Departments.*
6. The City and YMCA should work together to continue recreational programming to provide role models for children and youths, and to build respect. *City Council, City Departments.*
7. Encourage community involvement in and awareness of the educational system. *Mayor/Administration, City Council, Autauga County Commission, Board of Education.*
8. Amend and enforce Prattville's zoning ordinance and subdivision regulations to protect and preserve established neighborhoods. Include: service roads and access, preservation of residential traffic, circulation, aesthetics, sidewalks, mobile home and manufactured home development, parking. *Planning Commission, City Departments, City Council.*

High Cost Items

9. Secure a professional economic developer. *City Council, Chamber of Commerce.*

phase two:

One to Three Years Implementation Time

Low Cost Items

1. Improve attractiveness of Prattville's downtown area by showcasing its historic features. (Continue funding of HPRA). *City Council, Public/Private Committees.*
2. Educate population about the City's intent to develop an industrial area in the southern part of Prattville to discourage other types of development. *City Council, Industrial Development Board, Economic Developer, Chamber of Commerce.*
3. Establish a Prattville Housing Committee to bring all housing information to a central source so that the information may be disseminated as a collective resource. Committee should work with developers to encourage the present trend for construction of moderately high income housing. *City Council, Public/Private Committees, Planning Department, Planning Commission.*
4. Develop campaign to educate Prattville citizens about the City's transportation needs through participation in joint city-county transportation committee. *City Departments, Chamber of Commerce, Public/Private Committees.*
5. Establish a citizen-based support organization to help fund-raise and maintain parks as a civic project. Committee should actively seek the donation and/or contribution of land from corporate and civic benefactors. *City Departments, Public/Private Committees.*
6. Discourage vandalism in Prattville parks through community participation and civic awareness programs for all age groups. *City Departments, Public/Private Committees.*
7. Continue to promote and expand the existing soccer program for both youth and adults. *City Departments, Public/Private Committees.*
8. Establish education enhancement committee to oversee and recommend the dispensing of city funds in a manner that furthers education in Prattville. *City Council.*
9. Develop community programs to inspire teachers to be inspirations; in other words, to help students reach beyond the basics to realize their potential. *Public/Private Committees.*
10. Hold open meetings and/or town meetings to bring educational issues to light. *City Council, Public/Private Committees.*
11. Forge a bond between the City of Prattville, Autauga County, and the Board of Education so that efforts to provide quality education may be concentrated and have better results. *City Council, Autauga County Commission, Board of Education.*
12. Establish a storm water management committee to make recommendations and policies. *City Departments, City Council.*
13. Develop and implement an erosion control ordinance. *Planning Commission, City Departments, City Council.*

High Cost Items

14. Include education as a line item under nondepartmental funds in City budget. *City Council.*
15. Working with the Alabama Department of Transportation, complete the extension of U.S. Highway 82 to Cobbs Ford Road as soon as possible. *City Departments, Mayor/Administration.*

phase three:

Three to Five Years Implementation Time

Low Cost Items

1. Promote infill development and the use of vacant commercial buildings. This action should be the main thrust of the economic developer. *Mayor/ Administration, Economic Developer.*
2. Broaden retail base by attracting more family-oriented and specialty retail outlets, and eating establishments. *Mayor/Administration, City Council, Economic Developer, Chamber of Commerce.*
3. Work with housing authority to expand resources as needed to meet demand. *City Council, Other Government Agencies, Public/Private Committees.*
4. Seek creative private sector solutions for moderate income housing which upholds the image of Prattville. *City Council, Public/Private Committees.*
5. Combine housing educational programs with economic development programs in vocational education curriculums. *Board of Education, Other Government Agencies, Public/Private Committees.*
6. Develop seminar programs with a variety of resource programs to inform home buyers of opportunities and responsibilities. *Other Government Agencies, Public/Private Committees.*
7. Develop campaign for securing a northern loop, to include budgeting for the loop and securing land options. *Mayor/Administration, Economic Developer, Public/Private Committees.*
8. Support recreation efforts to provide pedestrian facilities which increase and improve transportation resources. *City Departments, Public/Private Committees.*
9. Work with Autauga County Board of Education to further develop shared recreational facilities. *Mayor/ Administration, City Departments, Board of Education.*
10. Include walking trails in development of new parks. Also, take advantage of natural resources, such as flood plains, to develop linear parks and trails. *Planning Commission, City Departments.*

High Cost Items

11. Maintain appropriate personnel ratios in police and fire departments to continue provision of high quality services (low insurance ratings and low crime). *City Council.*
12. Provide sewer service to all parts of Prattville: Durden Road, Chestnut Street, Greencrest Road, Scenic Hills, and the industrial parks. *Mayor/ Administration, City Council, City Departments.*
13. Develop a 'spec' building in the Prattville Industrial Park with funds appropriated by the City of Prattville. *Mayor/Administration, City Council, Industrial Development Board.*
14. As the opportunity arises, Prattville should pursue development of a multi-use, city-wide sports complex that is capable of meeting recreational demand as well as providing an opportunity to host sports tournaments. *City Council, City Departments.*
15. Working with the Alabama DOT, extend the Highway 82 Bypass from Cobbs Ford Road to Highway 14 along the existing route of Old Farm Lane. *Mayor/Administration, City Council, City Departments, Other Government Agencies.*

phase four:

Five to Seven Years
Implementation Time

Low Cost Items

1. Encourage private industries to clean up appearances. *Economic Developer, Chamber of Commerce.*
2. Encourage public/private partnerships to increase housing opportunities. *City Council, Public/Private Committees.*
3. Establish working relationships with Habitat for Humanity, or similar associations, to promote infill residential development. *Public/Private Committees.*
4. Form neighborhood associations to work with the City of Prattville in lobbying for specific residential needs. *Public/Private Committees.*
5. Increase public awareness of recreational facilities and resources, and public involvement in the existing and planned recreational programs so that a regional presence is maintained. *Mayor/ Administration, City Departments, Chamber of Commerce.*
6. Develop a tennis program to build participation and attract another source of recreational supporters. *City Departments.*
7. Expand vocational education opportunities for Prattville students. *Board of Education, Public/Private Committees.*

High Cost Items

8. Upgrade areas with deficient water service, such as the Allenville Road area. *Other Government Agencies.*
9. Secure adequate land for a publicly-owned landfill; develop an implementation plan; and, secure appropriate funding. *City Council, City Departments.*
10. Upgrade fire hydrants to meet height specifications. *City Departments.*
11. Establish a funding mechanism for seed money for industrial expansion. *City Council, Industrial Development Board.*
12. Build a connector road between County Road 4 and Highway 82. *Mayor/ Administration, City Council, Industrial Development Board.*
13. Extend Alabama Highway 14 across the northern part of the city, from east of Pine Creek to Upper Kingston Road. *City Council, Other Government Agencies, Developers and Businesses.*
14. Working with the Alabama Department of Transportation, complete the four-laning of Highway 82 between U.S. Highway 31 and Gin Shop Hill. *Mayor/ Administration, City Council, Other Government Agencies.*
15. Develop a collector road from Poplar Street to proposed development east of Pine Creek. *City Council, Developers and Businesses.*
16. Widen and improve Chestnut Street and Northington Street to accommodate existing and future traffic. *Mayor/ Administration, City Council, City Departments.*
17. Support and encourage plans to upgrade local airport facilities. *Mayor/ Administration, City Council, Autauga County Commission.*

phase five:

Seven To Ten Years Implementation Time

Low Cost Items

1. Encourage commercial development which adds to the city's attractiveness. *Mayor/Administration, Economic Developer, Chamber of Commerce, Developers and Businesses.*
2. Constantly seek alternative funding sources so that necessary educational facilities can be provided. *Mayor/ Administration, Board of Education, Public/Private Committees.*
3. As opportunities arise, convert older existing housing units into rental units, so that affordable rental opportunities are available and rental housing is not necessarily congregated in one area. The spread out characteristic of rental properties may also help deter blight and crime. *Public/Private Committees.*
4. Take advantage of opportunities as they arise to develop neighborhood and community parks. Place emphasis on development of larger parks (neighborhood type) as opposed to smaller, pocket parks to increase recreational opportunities and decrease maintenance. *City Departments, Developers and Businesses.*

High Cost Items

5. Acquire land in southern part of Prattville for industrial purposes by setting money aside now. *City Council, Industrial Development Board.*
6. Provide quality education system as part of Prattville's overall appeal. Include plans to accommodate subsequent growth. *City Council, Board of Education, Public/Private Committees.*
7. Secure land for institutional purposes that promote economic development (parks, fire stations, etc.) *Mayor/ Administration, City Council.*
8. Construct a northern bypass from Highway 14 to Highway 82. *Mayor/ Administration, City Council, City Departments, Economic Developer, Other Government Agencies, Developers and Businesses.*

phase six:

Ten to Fifteen Years Implementation Time

Low Cost Items

1. Join with other agencies in exploring the feasibility of an additional bridge across the Alabama River, connecting the Northern Bypass in Montgomery to Elmore County. Include the feasibility of a connection between Prattville's proposed northern bypass to this bridge. *Mayor/Administration, City Council, City Departments, Other Government Agencies, Developers and Businesses.*
2. As residential growth trends are recognized in a particular area, the City of Prattville should proactively seek the purchase or donation of recreational land to service future residents. *City Council, City Departments.*
3. Whenever possible, develop trails with destination points, to promote use and long-range activity. *City Departments, Public/Private Committees.*

High Cost Items

4. Working with the Alabama Department of Transportation, explore the possibilities of constructing a bridge across the Alabama River from Autauga County to Lowndes County. *Mayor/ Administration, City Council, Other Government Agencies.*

phase seven:

Fifteen to Twenty Years Implementation Time

Low Cost Items

1. Investigate the demand/need for carpooling and park and ride facilities for commuters to Montgomery. *City Council, City Departments, Chamber of Commerce, Public/ Private Committees.*
2. Use the Pine Creek floodplain as the foundation for a pedestrian and bicycle trail to connect areas in east Prattville. Such a trail should be extended north and west to connect future residential and commercial development in north and northeast Prattville. *City Departments, Public/Private Committees.*

High Cost Items

3. Provide pedestrian access to the Prattville Elementary School through sidewalks and overpasses above East Main Street and Memorial Drive. *City Council, City Departments, Other Government Agencies, Public/Private Committees.*
4. To reduce the separation of the neighborhoods on the north and south sides of Cobbs Ford Road and to provide pedestrian and cyclist access to the area's commercial district, a pedestrian overpass should be constructed near the intersection of Sheila Boulevard, Greystone Way, and Cobbs Ford Road. *City Council, City Departments, Other Government Agencies, Public/Private Committees.*
5. Provide pedestrian access from the downtown area to the Prattmont area in order to facilitate the pedestrian movement from the western side of the city to the YMCA, shopping areas, and the elementary and intermediate schools. *City Departments, Public/Private Committees.*