economic development

A strong economy promotes a healthy community by providing employment and advancement opportunities for its citizens and by providing a strong tax base which allows the city to offer a higher level of public services. For these reasons, the future growth of Prattville will depend largely on the economic health of the area. As a result, the City of Prattville is interested in retaining and expanding existing firms while attracting a variety of new businesses.

An examination of the economic condition of Prattville was conducted by the Comprehensive Plan Economic Development Subcommittee. The examination included an analysis of recent economic trends and the Prattville labor force, and identification of issues which affect present and future economic development plans. Continued economic growth cannot exist in a vacuum. It is dependent upon outside factors, such as the demand for products and services, or available resources. Like any successful business, the City of Prattville must know its market and its limitations. This information, along with a business strategy, that will enable the City of Prattville to continue to prosper, both economically and physically.

economic base

Until the recent past, the economic landscape of Prattville had changed little since the city was founded as an industrial town in 1865. The recent growth of Montgomery and its surrounding area, however, has increasingly tied Prattville's economic health to the rest of the region. With the increased ties and the expansion of Montgomery, Prattville's population and economic base have become more diversified.

service area

The geographic area which is dependent on the City of Prattville for employment, retail trade, consumer services and possibly, medical and infrastructural services is defined as its economic service area. The actual service area of a city may depend on the vicinity of other towns or cities and on physical boundaries which

make accessibility difficult or inconvenient. Prattville's economic service area includes all or portions of the following counties: Autauga County, Elmore County and Chilton County. Although parts of Lowndes and Montgomery Counties are in close proximity to Prattville, access is restricted by the Alabama River. A further assumption can be made that Prattville's economic influence in the City of Montgomery is minimal, except as a minor center for manufacturing employment.

To simplify comparison with other areas, the service areas for Prattville and nearby cities have been divided into three categories: a primary service area, with a radius of five miles; a secondary service area, with a radius of 10 miles; and, a tertiary service area, with a radius of 15 miles. The service areas of Prattville, as well as those of the nearby cities, are shown on Map 15 for comparison purposes.

Prattville's primary service area is within a five-mile radius of the city, and includes the City of Millbrook to the east and the Autauga Heights community to the north. To the southeast, the primary service area crosses the Alabama River and overlaps Montgomery County. Since Prattville's primary service area overlaps the primary service areas of Millbrook and Montgomery, the strength of this potential market is decreased to some degree.

Prattville's secondary service area covers a 10-mile radius and encompasses the following communities: Coosada, Elmore, Montgomery, Pine Level, Posey's Crossroads, and Stoney Point. The western part of Prattville's secondary service area may be as strong as the primary service area because there is very little retail activity or other resources in this area. This fact is part of what makes Prattville attractive as a regional center. Although some active communities are located within Prattville's secondary service area, they do not have the retail resources that are available in Prattville. Therefore, Prattville is capable of capturing a portion of this buying market. Convenient transportation access to Prattville enhances the city's strength in the secondary service area.

Prattville's tertiary service area, which covers a 15 mile radius, encompasses several unincorporated communities as well as the Town of Autaugaville and the City of Wetumpka. As with the secondary service area, Prattville's potential for capturing this market is much stronger in the western portion due to a lack of other resources. Prattville's position as a regional center and convenient access do, however, increase the city's strength in the eastern portion as well.

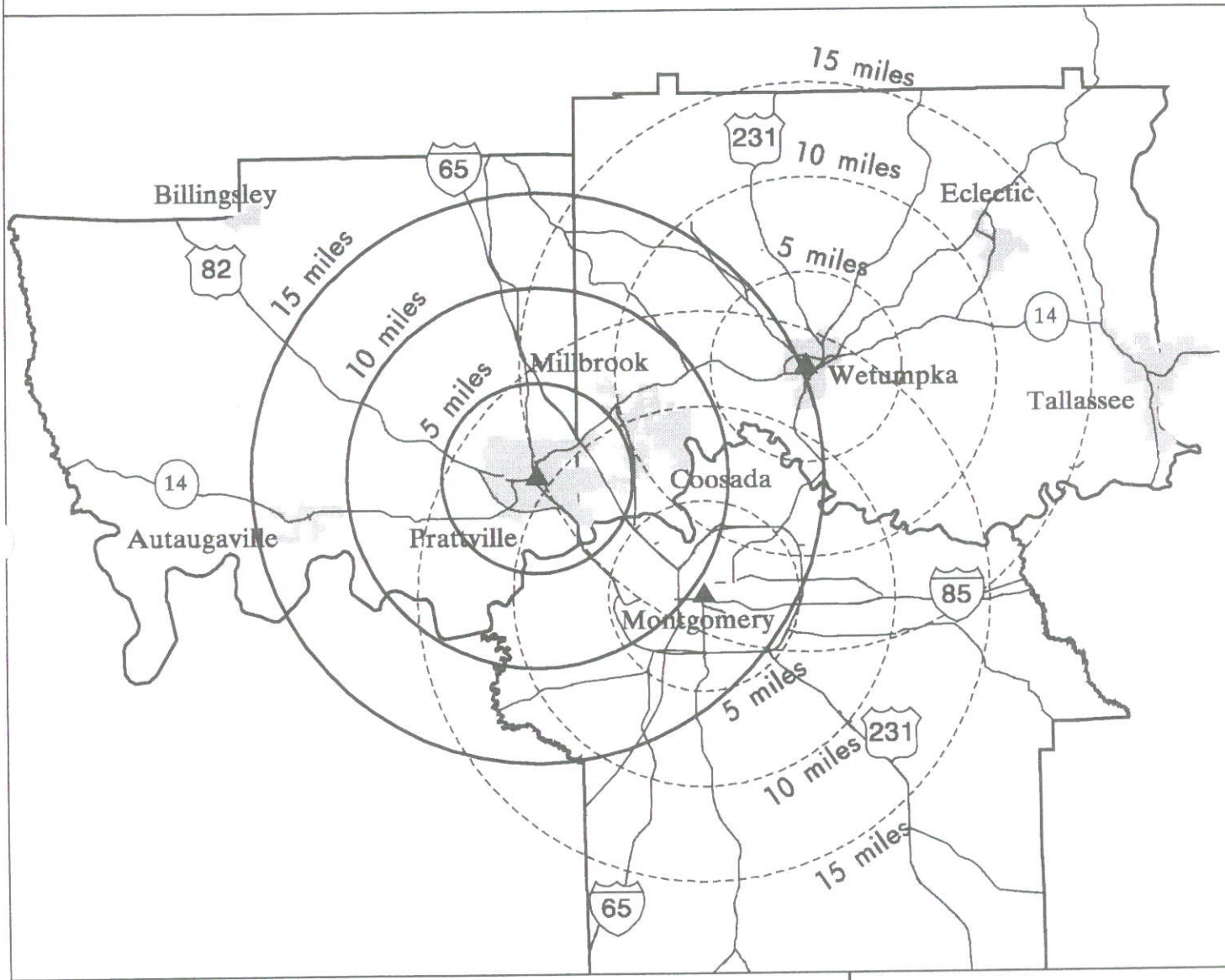
manufacturing

Prattville is known as the birthplace of industry in Alabama. As late as the 1960's, a majority of the city's residents were locally employed by one of its manufacturing businesses. Like many others across the nation, Prattville's manufacturing industry was not immune to the shifts in the United States economy during the 1970's and 1980's which drove manufacturing businesses to hire smaller work forces and to make greater use of automated equipment. This trend, combined with the city's suburban growth, severely decreased the proportion of Prattville residents employed

Map 15

ECONOMIC SERVICE AREA

Prattville, Alabama



LEGEND

Municipalities

▲ Service Area Center Point

N

Miles

0 5 10

in manufacturing from 22.3 percent in 1980 to 16.9 percent in 1990.

Despite the downward trend, manufacturing is still a viable and productive industry in Prattville. Many of the plants and buildings founded by Daniel Pratt in the 1800's are in operation in some form or another today. In addition, Prattville and the surrounding unincorporated area are home to approximately 30 manufacturing firms, the largest of which are Continental Eagle Corporation, Gurney Industries, Pearson Industries, Plaxicon, Prattville Manufacturing, and Union Camp Corporation. The average employment of these larger companies, as shown in Figure 13, ranges from 51 persons to 750 persons.

Efforts to attract new industry and to expand existing industries are spearheaded by the City of Prattville and the Prattville Area Chamber of Commerce. Their efforts have included reserving property in two city-owned industrial parks in the southern part of Prattville, actively recruiting businesses and determining what actions the City and the Chamber of Commerce can take to promote a stable business climate.

retail trade and services

As the geographic size of the Montgomery metropolitan area has enlarged and the population of Autauga County and western Elmore County has increased, Prattville has become a regional commercial center for many types of shopping. In addition, the increase in population in the Prattville area has increased the local demand for personal and professional services. The latest records from the U.S. Bureau of Census showed an increase of 18 retail trade establishments between 1982 and 1987. The same time period yielded an increase of 38 additional service establishments. Records from the City of Prattville Planning Department indicate that new commercial buildings accounted for an

Figure 13

LARGEST MANUFACTURING EMPLOYERS
PRATTVILLE, ALABAMA

COMPANY	ESTIMATED EMPLOYMENT
Continental Eagle Corporation	201 - 250
Gurney Industries	151 - 200
Pearson Industries	51 - 75
Plaxicon	51 - 75
Prattville Manufacturing	301 - 350
Union Camp Corporation	651 - 750

Source: Prattville Area Chamber of Commerce, 1994

average of six building permits per month in 1992 and 1993, suggesting that the retail trade and service sectors of Prattville's economy continue to expand.

While retail trade and service industries have been a growing part of the Prattville economy, the continuous search by these industries for larger store space and proximity to the target market has caused the center of economic activity to shift from the downtown and Prattmont areas to Cobbs Ford Road. While this shift has not led to the disintegration of the downtown or Prattmont area, these areas do contain a number of vacant or under-utilized commercial buildings. Unlike many downtown or older shopping areas in the United States, Prattville's downtown area and Prattmont area are still viable commercial centers.

Figure 14

1990 Earnings By Industry -- Autauga County, Alabama
(In Thousands of Dollars)

Income Earned By Private Employment				Income Earned By Government Employment			
Industry	Dollars	Private Income Earned	Total Income Earned	Gov't.	Dollars	Gov't. Income Earned	Total Income Earned
Agri., Forestry & Fishing	$1,687	1.0%	.8%	Federal, Civil	$2,307	7.9%	1.2%
Mining	373	.2%	.2%	Military	1,904	6.5%	1.0%
Construct.	12,450	7.3%	6.3%	State/Local	25,098	85.6%	12.6%
Mfg.	68,818	40.7%	34.7%				
Trans., Comm. & Utilities	12,255	7.3%	6.2%				
Wholesale Trade	3,727	2.2%	1.9%				
Retail Trade	26,382	15.6%	13.2%				
Finance, Insurance & Real Estate	9,279	5.5%	4.7%				
Services	34,221	20.2%	17.2%				
Total Private	**$169,192**	**100.0%**	**85.2%**	**Total Gov't.**	**$29,307**	**100.0%**	**14.8%**

Source: U.S. Bureau of Economic Analysis, Regional Economic Information System, 1993

Source of Income

The influence of particular industries on the Autauga County and Prattville economies is clearly indicated in a review of income sources of residents. As seen in Figure 14, private industry accounted for 85.2 percent of Autauga County income in 1990, and government employment accounted for 14.8 percent. Of the income earned in private industry, 40.7 percent was earned in manufacturing, which represents over one-third of the total earnings of the county. Other private industries which provided a large portion of resident earnings were retail trade, at 15.6 percent of the income earned in private industry and 13.2 percent of the total income earned, and the service industry, at 20.2 percent of private industry income and 17.2 percent of the total earned income of Autauga County.

Autauga County's proximity and convenient access to the state capitol and nearby military bases are major contributing factors to the high proportion of county income earned by government employment. Of the 14.8 percent of the total income earned in government, 85.6 percent was earned in state and local government, which is 12.6 percent of the total income earned in the county.

Although income sources are only available at the county level, it can be safely assumed that the income sources for Autauga County are also reflective of the City of Prattville since the majority of the major industries and commercial enterprises are located either within Prattville's corporate boundary or are within close employment proximity.

labor force

A major factor determining the economic health of a community is the composition of its labor force, or work force. Labor force is defined as that portion of a population which is available for employment, which generally includes persons over the age of 16 without a disability which prevents them from working. The following is an assessment of the educational attainment, earnings potential, and occupations of Prattville's labor force. The section also includes a look at past employment sectors and trends. Prattville is a part of the larger economic area around Montgomery. Therefore, the Prattville labor force is compared with that of the Montgomery region, Alabama, and the Nation.

According to the U.S. Bureau of the Census, the Prattville labor force has increased by 1,556 persons, from 8,586 in 1980 to 10,142 in 1990. The labor force is predominantly male at 52.8 percent. Due to the proximity of Maxwell Air Force Base, Prattville has attracted a large number of residents who are in the armed forces. According to the U.S. Bureau of the Census, three percent of Prattville's labor force are on active military duty as of 1990, which is similar to the 1980 Census estimate of four percent.

The proximity to Montgomery and other employment centers in the area is also a contributing factor to the large amount of commuting traffic among Prattville's working population. As shown in Figure 15, less than half of the employed population of Prattville, at 38.4 percent, works within the city. Since 1980, the

Figure 15

PLACE OF EMPLOYMENT
PRATTVILLE RESIDENTS, 1990

DESTINATION	EMPLOYED PERSONS	% OF TOTAL PERSONS EMPLOYED	% OF COMMUTERS
Total	9,419	100.0	--
Prattville	3,617	38.4	--
Montgomery	4,627	49.1	79.7
Other part of metropolitan area	717	7.6	12.4
Outside metropolitan area	458	4.9	7.9

Source: U.S. Bureau of the Census, Census of Population, 1990

portion of the labor force leaving Prattville for daily employment increased from 54.7 percent to 61.6 percent. The vast majority of the commuting population, at almost 80 percent, travels to Montgomery.

educational attainment

As industries continue to utilize more specialized and technical equipment, firms continue to look for employees with a high degree of skills. The primary determinant of one's employment skills is generally their level of education. As seen in Figure 16, the percentage of the population over 25 with at least a high school diploma increased from 69 percent in 1980 to 75 percent in 1990. When compared with the Montgomery MSA and the State, Prattville has a higher rate of high school graduates at 75 percent. The rate of high school graduates in the Montgomery MSA, 73.2 percent, is only slightly lower than that of Prattville.

Economic changes of the 1980's and early 1990's have increased the demand for specialized training either from a technical college or a traditional college. The portion of Prattville residents with a four year college degree or more rose between 1980 and 1990 by 3.5 percent to 18.5 percent. This is slightly lower than the Montgomery MSA and slightly higher than Alabama as a whole.

employment sectors

Figure 17 shows the broad employment industries of Prattville residents as recorded by the U.S. Census. Since 1980, the percentage of the labor force involved in manufacturing dropped significantly from 22.3 percent to 16.9 percent in 1990. The percentage of the labor force involved in construction also dropped between 1980 and 1990. During the same time period the percentage of the labor force involved in retail trade increased

Figure 16

EDUCATIONAL ATTAINMENT, 1990
ALABAMA, MONTGOMERY MSA AND PRATTVILLE

	Alabama	Percent of Total	Montgomery MSA	Percent of Total	Prattville	Percent of Total
Persons 25 yrs. & older	2,545,969	100.0	180,658	100.0	12,210	100.0
Less than HS	843,638	33.1	48,483	26.8	3,052	25.0
HS Grad.	1,176,653	46.2	84,527	46.8	6,270	51.4
Assoc. or Tech. Degree	126,450	5.0	9,516	5.3	630	5.2
BA	258,231	10.1	23,887	13.2	1,579	12.9
Grad. Degree	140,997	5.5	14,245	7.9	679	5.6

Source: U.S. Bureau of the Census, Census of Population, 1990

Figure 17

EMPLOYMENT BY INDUSTRY, 1980 AND 1990
PRATTVILLE, ALABAMA

INDUSTRY	1980	%	1990	%
Total	7,801	100.0	9,285	100.0
Agriculture, Forestry and Fishing	199	2.6	108	1.2
Mining	29	.4	5	.1
Construction	829	10.6	674	7.3
Manufacturing	1,740	22.3	1,573	16.9
Transportation, Communication & Utilities	421	5.4	519	5.6
Wholesale Trade	351	4.5	387	4.2
Retail Trade	1,199	15.4	1,836	19.8
Finance, Insurance & Real Estate	474	6.1	728	7.8
Business and Personal Services	406	5.2	505	5.4
Entertainment Services	30	.4	55	.6
Professional and Related Services	842	10.8	1,122	12.1
Health Professionals	365	4.7	625	6.7
Public Administration	916	11.7	1,148	12.4

Source: U.S. Bureau of the Census, Census of Population, 1980 and 1990

by 4.4 percent. The Montgomery MSA also experienced a decrease in manufacturing employment and an increase in retail trade, however the changes are not as pronounced as in Prattville. In addition to these trends, a higher than average percentage of the labor force is employed as public administrators in both Prattville and the entire Montgomery region.

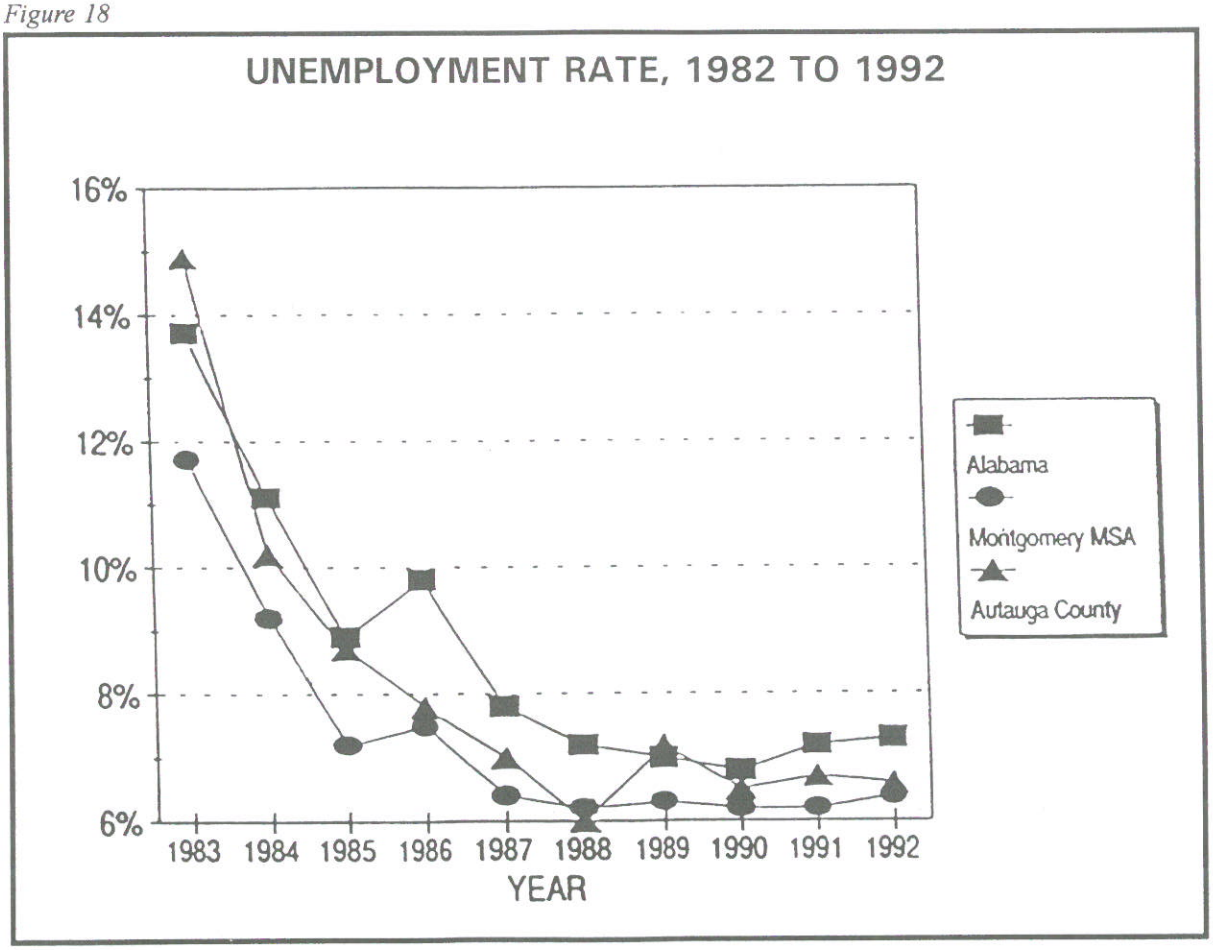
The changes in the labor force reflect changes which have also taken place in the United States labor force since 1980. The percentage of the U.S. labor force which is employed by a manufacturer has dropped 4.1 percent since 1980 according to the U.S. Bureau of Labor Statistics. The U.S. labor force is also increasingly involved in business and personal services.

unemployment

Unemployment of the United States labor force has been declining since the early 1980's, except for moderate increases caused by the economic recession of the early 1990's. Unemployment statistics are not recorded for areas as small as Prattville, but they are available for Autauga County. The Alabama Department of Industrial Relations reports that the unemployment rate for Autauga County in 1992 was 6.6 percent. This represents a 8.3 percent decrease from the 1983 figure of 14.9 percent.

An indication of how the Prattville unemployment rate compares with the Autauga County rate may be gained from

Figure 18



the 1990 Census, which reported an unemployment rate of 5.5 percent for Prattville, and 6.5 percent for Autauga County. While the two figures are obtained from different sources, they show that Prattville's unemployment rate is most likely lower than Autauga County as a whole.

The Autauga County unemployment rate compares favorably with the Montgomery MSA and Alabama which also experienced decreases in the 1980's. As seen in Figure 18, Autauga County's unemployment rate during the ten year period was generally lower than Alabama and only slightly higher than the Montgomery MSA.

economic trends

Estimated retail sales in Prattville steadily increased from 1986 to 1993, with one exception. (See Figure 19 and Figure 20.) Between 1989 and 1990, retail sales dropped 3.3 percent. When the decrease is adjusted for inflation to 1993 dollars, the decrease is estimated at 7.8 percent. In 1991, however, the adjusted increase in retail sales was up 12.6 percent. No one factor can be pinpointed to account for the decrease in retail sales between 1989 and 1990, however, one factor may have been the delayed effect of a national recession between 1987 and 1989. Even though retail sales in Prattville have continued to increase since 1990, the percentage of increase has decreased each year. This may be due to some stabilization of growth patterns after the dramatic growth explosion in the 1970's and 1980's.

A number of factors have influenced Prattville's economy during the last three decades. The growth of Montgomery, and the subsequent flight to suburban areas, caused a dramatic increase in population from 1960 to 1990, which in turn, triggered a substantial increase in residential development. As the residential part of the economy grew, so did the need and demand for retail commercial resources and professional services resulting in an increase in the commercial segment of Prattville's economy. Prior to the recent population, residential and commercial growth, however, Prattville maintained a strong and stable industrial base, particularly in manufacturing. Although Prattville's industrial base continues to remain strong and slowly expand, the City's dependency on industrial resources for employment and economic stability has diminished slightly.

Because so many factors have a cause and effect on one another, it is difficult to pinpoint the exact shifts in Prattville's economic climate. What is clear, however, is that Prattville has moved from a small industrial town to a small suburban city, and is evolving into a regional hub for employment and commercial activity. The trends indicating this transition are much clearer when examined individually in terms of residential, commercial and industrial economic development.

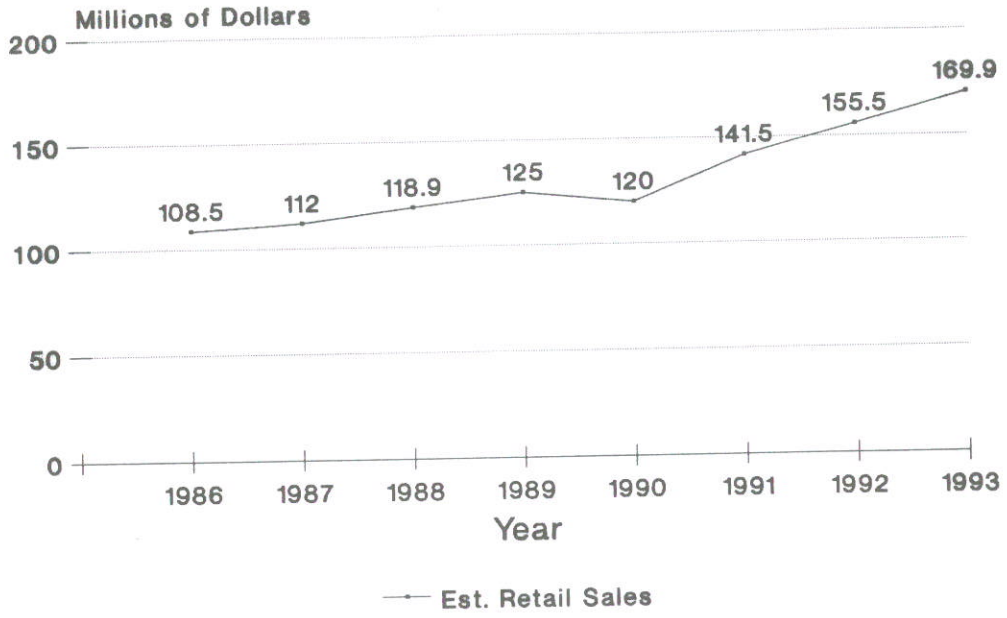
residential

From 1980 to 1990 the number of housing units in Prattville increased 12.4 percent, or by 889 units bringing the total number of housing units from 6,259 to 7,148 according to the U.S. Census. During the same period the vacancy rate remained

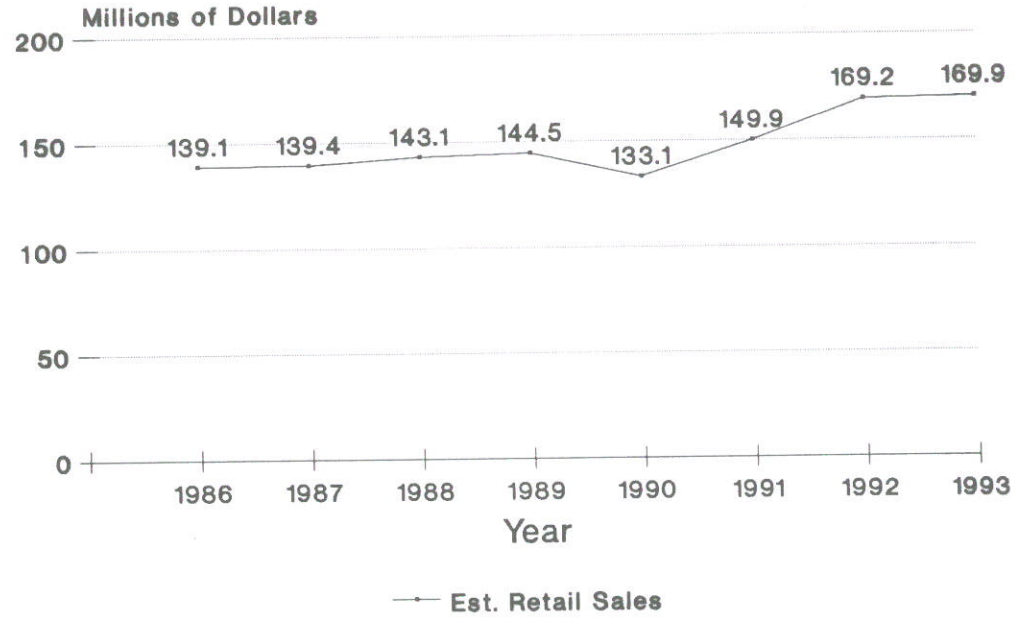
Figure 19

ESTIMATED RETAIL SALES, 1986 TO 1993

Actual Dollars

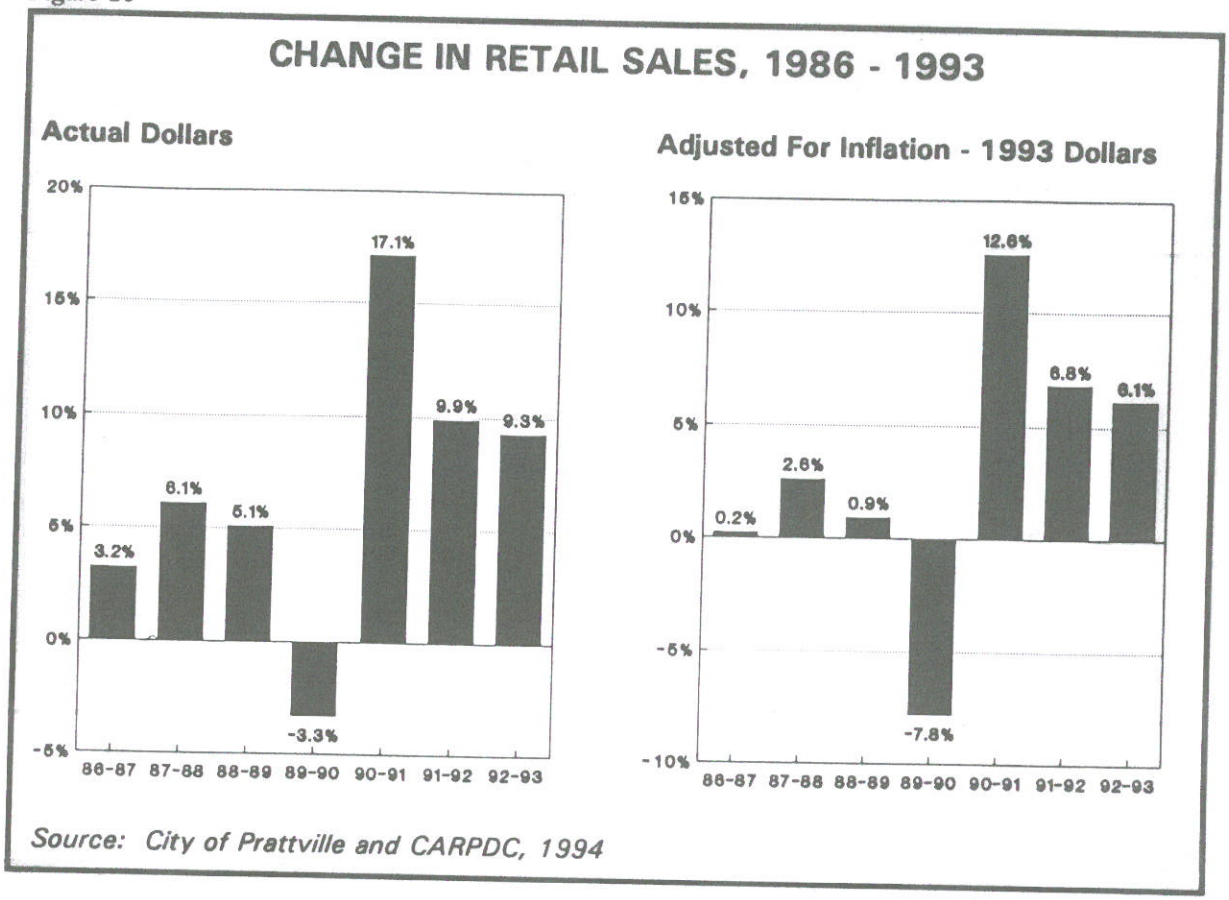


Adjusted For Inflation - 1993 Dollars



Source: City of Prattville and CARPDC, 1994

Figure 20



near 5 percent, indicating that the demand for housing in Prattville is relatively high and that construction is just keeping up with demand. Records obtained from the Prattville Planning Department for the fiscal years between 1982 and 1992 reveal that an average of 112 building permits was issued for new residential structures per year for that ten year period. Since 1984, the Planning Department has issued over one hundred residential permits per year, and during 1992 and 1993, Prattville issued an average of twenty-one residential building permits per month, or approximately 252 residential building permits per year.

When Montgomery began growing to the north and east, Prattville became an attractive location for residential development because of the convenient access to Montgomery, lower land prices, less stringent development regulations and Prattville's friendly small town character. Residential development has occurred in all parts of Prattville, however, building permit records show that the heaviest concentrations of new residential development are located in the following subdivisions: Silver Hills, Pecan Ridge, Glynwood, Woodland Heights, Camellia Estates and Kingston Green. Development patterns shown in the residential building permits reflect Prattville's expansion to the east towards Interstate-65 and Montgomery.

The low land prices and relaxed building regulations allowed, and even encouraged, the development of large single family subdivisions at a rapid pace. In the last two to five years, residential development has begun to stabilize as land prices have risen and building regulations have become more stringent in an effort to ensure that some past mistakes are not repeated. This is not to say that residential development is not still occurring in Prattville. It is; however, the increase in development on an annual basis is not as drastic as in years past.

Although the number of building permits being issued for residential development has remained high, the type of development which is occurring has changed to some degree. The last few years have seen an increase in the number of smaller housing units such as patio and garden homes and townhouses, and an increase in the development of apartment complexes as well. This trend is a natural response to maximize the return on development costs as building expenses rise. A second effect of rising development costs within the city limits is the increase in residential development outside the corporate boundary of Prattville, but still very near to the city. By developing outside of the city, developers are able to lower their costs slightly, and still offer the conveniences of Prattville.

commercial

While Prattville is a suburb of Montgomery, Prattville also serves as the employment and shopping hub for much of Autauga and Elmore Counties. As Prattville and surrounding areas of Autauga and Elmore Counties gain population, Prattville will become more important as an area shopping hub. The construction of new commercial structures during 1992 and 1993 averaged approximately two per month. During the same period, the City issued approximately two permits per month for remodeling commercial structures. The majority of the new commercial structures have been built along Cobbs Ford Road and near the Cobbs Ford Road/I-65 interchange.

industrial

The increase in economic activity has also benefited Prattville's manufacturing industries. According to the Prattville Area Chamber of Commerce, four new industries have begun operations in Prattville since 1986. These include Load Web, Pearson Industries, Plaxicon, and USA Industries, Inc. During that same time period no manufacturing industries ceased operations in Prattville. In October 1993, the Autauga County Retention and Expansion Task Force conducted a survey of manufacturing businesses in Autauga County. The survey results indicated that nearly three-fourths of those surveyed either would definitely expand their operations or it was highly probable they would expand operations.

future economic growth

The continued demand for housing in the Montgomery metropolitan area will further the growth of Montgomery's suburbs. While Prattville has long played the role of Montgomery's largest suburb, the city has a number of opportunities to increase its share of the anticipated growth. Even though Prattville has had dramatic

increases in population, the growth has not dampened Prattville's small city atmosphere and friendliness desired by many new residents of Prattville. While much of that atmosphere emanates from the attitudes of the average citizen, the city can do much to preserve the atmosphere by maintaining the downtown and encouraging quality residential development. The city can also contribute to the small city atmosphere by encouraging the retail growth which does not fit the mold of the typical suburban development.

Suburban growth is not the only item fueling Prattville's economic growth. Manufacturing, which gave rise to Prattville in the 1800's, continues to be a major component in the city's economy. Efforts by the Prattville Area Chamber of Commerce and other interested groups to produce a positive business climate in Autauga County has paid off through business expansions and the retention of existing industries. Moves by the City, such as providing industrial property equipped with the necessary infrastructure and seeking to measure the needs of the area business leaders should attract additional industry. Prattville will also have an opportunity to attract high technology industries as the skill and educational level of its residents continues to rise.

While Prattville's opportunities for future economic growth are abundant, a number of factors could place limits on the city's rate and amount of growth. Prattville's growth has occurred faster than the City's ability to provide the necessary improvements to the transportation system. The lack of east/west highways in the northern portion of Prattville may hamper future residential and commercial development in an area which is presently experiencing growth. The location of many of the city's industries on the west side of the city limits their accessibility to the regional transportation routes on the east side of the city.

Another factor which may limit the economic growth of Prattville is the city's growth policies. For instance, the growth of the commercial corridors along Cobbs Ford Road and Memorial Drive has produced strip developments and added to already congested roadways. This could have been avoided by encouraging clustered commercial developments which reduce the impact of additional traffic. Clustered development also contributes to the economic health of each business by bringing shoppers to a central location.

issues and conclusions

The Economic Development Committee identified many issues to be addressed for Prattville's continued economic health. In summary, these issues include the following:

sustaining economic growth,
competence of the labor force,
adequacy of infrastructure, and
maintaining small city character.

Prattville is in the midst of completing the transition from a small town to a suburban community of Montgomery. The economic vitality of Prattville has been increasingly tied to the economic health of the entire Montgomery area. Prattville residents depend heavily on Montgomery

for employment, shopping, and entertainment. Commuter access and housing prices comparable with areas of eastern Montgomery and southern Elmore County have attracted many new residents to Prattville; accounting for much of Prattville's recent economic growth. It is unreasonable, however, to conclude that Prattville will end up as just another suburb of Montgomery. Prattville and Autauga County have a long manufacturing heritage which continues to attract new industries. Recent trends and surveys of the Autauga County manufacturing community indicate that Prattville is capable of providing a skilled work force and a healthy business climate. This economic diversification should help Prattville make the further transition to a more independent city which is able to insulate itself against fluctuations in the regional and national economy.

Other factors which have contributed to Prattville's economic growth include its central location for industrial development, via Interstate 65 and U.S. Highway 82, and its growing position as a regional center. Prattville's increased residential growth has brought a great demand for personal and professional services as well as increased retail commercial resources.

Prattville businesses have indicated that a quality labor pool is one of the most important factors in the continued success of their businesses. The Prattville population, in general, maintains a strong work ethic, as evidenced by the city's low unemployment rate. Area business leaders believe that the local school system is generally able to provide qualified employees, however, local industries cite some inadequacies in the education system as a hindrance to growth. Prattville should maintain and improve business' perception of the local labor force. Prattville should also seek to improve the already high quality of the local education system, with an emphasis on increasing levels of specialization and the technical skills needed by Prattville industries.

In the past, new and existing manufacturing industries have been received favorably by Prattville leaders and residents and have found adequate utilities and a willing work force. These assets should be maximized to retain present industry and attract additional manufacturing firms to Prattville. Prattville should correct deficiencies in the local transportation network and reserve additional space for industrial uses. The vehicular circulation system within Prattville is not conducive to increased industrial development due to truck traffic on major arterial roads.

Prattville has seen explosive growth along Cobbs Ford Road in recent years. Unfortunately, development regulations were not adequate enough to prevent traffic congestion and overall confusing traffic problems.

Although Prattville has adequate utility resources to accommodate increased commercial and industrial development, the landfill issue will eventually be a limiting factor in how much industrial development the City of Prattville can sustain.

Old and new residents of Prattville are attracted by the city's small town characteristics and values. This attractiveness should be maintained by preserving Prattville's historic areas,

providing development controls which reduce urban sprawl and providing adequate recreational and entertainment outlets.

The Prattville Chamber of Commerce actively supports businesses in and around Prattville and labor/management relations are considered favorable by a number of area industries. The number of retail trade and service establishments operated by "mom and pop" local owners, however, has decreased between 1982 and 1987.

The vacant buildings in the downtown and Prattmont areas provide an opportunity for infill development that is in keeping with the original small town character of Prattville and provides an opportunity to bring back smaller operations owned by local residents.

Prattville is also attractive to many retirees which provides an opportunity to tailor services and retail trade to a market that is, as of yet, untapped.

goals and objectives

After defining the issues, it was possible to establish goals and objectives to direct the City's plans for economic development. The last part of this section provides specific recommendations to help the City of Prattville attain its goals and fulfill its purpose and vision statements.

goal

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.

objectives

Attract growth oriented industry which will provide a higher standard of living for Prattville area residents while preserving the small-city character of Prattville.

Achieve a higher quality school system, while creating sufficient suitable employment opportunities for Prattville residents.

Attract commercial enterprises which enhance Prattville's small city character and increase Prattville's tax base.

recommendations

Improve the marketing and perception of Prattville.

Develop the infrastructure (transportation, water, sewer, etc.) necessary to attract the desired industries.

Reserve adequate land to accommodate future industrial growth.

Provide the educational system with sufficient financial resources to continue to expand with the growth of the Prattville area.

Expand vocational education opportunities for Prattville students.

The Autauga County school system should attract high-quality, highly motivated teachers.

Achieve a higher level of corporate and community involvement in the school system.

Broaden the retail base by attracting more family-oriented and specialty retail outlets.

Energize the attractiveness of Prattville's downtown area by showcasing its historic features.

Encourage commercial development which adds to the city's attractiveness and contributes to the safe and efficient movement of traffic.

Promote infill development and the use of vacant commercial buildings.