
land use

The Land Use Element of the Comprehensive Plan was the last of the elements to be developed so that the goals, objectives and recommendations of the economic development, housing, transportation, education, and open space and recreation elements could be incorporated when developing a future land use guide for the City of Prattville. In this way, the future land use map and recommendations are a reflection of the needs and improvements to be made in all facets of community development.

Before the recommendations of the previous elements were considered, however, the physical make-up of Prattville was studied in the form of legibility and imageability graphics. These graphics were used to design a conceptual framework for the physical appearance of Prattville. Next, an inventory was made of the existing land use patterns and conditions, along with a study of the development potential of Prattville based on physical and structural conditions. Using the information gained in the previous elements, the inventory of conditions and the development potential

study, a future land use map was developed to guide growth in Prattville. It should be understood that the future land use map is a guide to development, and as such, should be modified and updated as necessary to reflect changes in development trends or desires. Even so, variances from the overall character of the land use map should be thoroughly examined to determine their impacts to specific areas and on the City's overall growth patterns.

conceptual framework

Before considering any of the goals, objectives and recommendations of the various elements and before considering the inventory of existing land use conditions, a conceptual framework for the design of Prattville was established. This framework prompted citizens to visualize Prattville, as the city currently is, in a graphic sense using very simple terms. The citizens were then able to describe what they wanted Prattville to look like, again using very simple terms. These graphic tools enabled citizens to make growth and development decisions in

a very pure atmosphere without the limitations of existing development, physical conditions or growth trends. This framework was then combined with the information gained in the other elements to develop future land use plans.

Two processes were used to establish the conceptual framework. The first was a legibility survey to determine how the City of Prattville currently appears. The second was an imageability survey to determine how the City of Prattville should appear given ideal circumstances. These processes are described in detail on the following pages.

legibility survey

A legibility survey is just as it sounds -- a survey to find out how a city reads or, how it appears visually. By going through the legibility survey process it is possible to decipher what aspects of a city are readily identifiable. In the case of Prattville, the legibility survey process was extended over several months and involved members of the Comprehensive Plan Steering Committee, as well as responses from many persons who had no other involvement with the preparation of the plan. In short, great effort was made by the citizens of Prattville in deciding what the visual form of the city is, both to the long-time resident and the visitor. It must be noted here that much deliberation went into arriving at the following conclusions. And, that these conclusions are a compromise of the members of the Steering Committee. Therefore, it remains obvious that all persons will view Prattville differently and that this survey represents the views of the majority.

legibility elements

To begin the survey process, members of the steering committee were asked to identify five visual elements in Prattville: paths, edges, landmarks, nodes, and districts. Paths are routes, or channels, which a person uses to move through, around or within a city. They may be streets, waterways, railroads, easements, etc. Generally, paths are the most identifiable elements because it is along paths that a person is able to view the remainder of the city. To simplify matters, paths were divided into two categories: major and minor. Major paths are those that are apparent to even the first time visitor and are often those paths that are used for moving through or around the city. Minor paths, on the other hand, are often used for moving within a city. To identify paths in Prattville, it was necessary to differentiate between paths that were visually apparent and paths that were not visually apparent but often known by local residents. Since this survey is primarily concerned with the visual form of Prattville, only those paths which are visually apparent were considered.

Major paths within Prattville include: West Main Street - East Main Street - Cobb's Ford Road; Highway 31 (North and South Memorial Drive); Highway 82; Highway 14 between Interstate 65 and McQueen Smith Road; and Selma Highway. Minor paths were identified as: Highway 206, from Highway 82 to Washington Street; Upper Kingston Road, from 6th Street to Gardner Street; Court Street; Chestnut Street, from 4th Street to Greencrest; Wetumpka Street;

Washington Street, from 4th Street to Main Street; Doster Road; Sheila Boulevard; and, McQueen Smith Road.

Edges are linear elements which are separations, or boundaries, between two areas. In other words, an edge is a break in the continuity of form. Edges may be natural features such as rivers or mountains which separate one part of the city from another or which separate the entire city from its outlying areas. Or, edges may be man-made features such as tall buildings which separate a residential area from a commercial area. Edges may also be related to the organizational features which define distinct areas within a city.

Although paths generally do not function as edges, what may lie on one side of a path does often form an edge. For instance, while a street (path) may run between a commercial district and a park district, it is not the street which forms the edge but the presence of buildings on one side of the street and lack of them on the other side. However, for the sake of convenience in identifying edges in Prattville, street names may be used to identify an edge, all the while realizing that it is not the street which is being referenced, but what lies along the street. Edges which were identified in Prattville include Interstate-65, McQueen Smith Road, Pine Creek, the intersection of Highway 31 and Highway 14, the railroad trestle on Main Street, Sixth Street, the rail bed along Court Street, Gurney Manufacturing (along Court Street and Highway 206), and Highway 82.

Landmarks are most easily defined as reference points. They are those elements by which people can locate themselves or use for directional purposes.

Landmarks are usually elements viewed from outside, rather than a path which is travelled or a district into which a person enters. They may be very local to an area, such as signs, a store or a physical feature. Or, they may be symbols which are used to identify a city and its image, particularly those that may be seen from a great distance. Commonly identified landmarks in Prattville are the Holiday Inn at Interstate-65, Wal Mart on Cobb's Ford Road, the intersection of Main Street and Memorial Drive (bank building), the old drive-in theater, the gas station at the intersection of Sheila Boulevard and Highway 31, the Autauga Medical Center, the cemetery on Highway 14, the railroad trestle on Main Street, the Autauga County Courthouse, Gurney Manufacturing, the bridge on Highway 206, Chris' Barbecue at the intersection of Highway 82 and Selma Highway, the interchange at Highway 14 and I-65, Wilderness Park, Prattville Junior High School, Mac Gray Park, and Stanley Stadium.

Nodes are focal points, or gathering spots, which a person can enter and be a part of. Another way to describe them is as activity centers. Nodes are often the most difficult of elements to identify because so many different areas, or spots, might be considered a node. To clarify this, it is best to remember some of the key characteristics of nodes: interaction, focal point, and convergence. Although a department store may certainly be an activity center, it may not necessarily be a node because of a lack of interaction between people since shopping is a somewhat solitary activity. On the other hand, a street corner hangout which does not attract nearly as many

people as a department store may be a node because of the interaction that takes place there. The street corner hangout is often the focal point of a journey, while the department store is often a stop along the way. The corner hangout may also embody the characteristic of the convergence of two paths, again becoming a focal point.

Nodes are often confused with districts because it may seem that an entire district is a gathering spot or activity center. Upon closer inspection, however, a district will usually have some focal point that attracts people to the area. This focal point would be the node of the district. In this instance, it is the convergence characteristic that is key. Many nodes exist in Prattville. Some are within districts, others are not. And, some nodes may represent more than one building or place. Nodes which were identified include: the shopping center at the Prattmont Intersection; the YMCA; Doster Community Center and Pratt Park; Stanley Stadium; Gillespie Senior Center; Waffle House; the Autauga County Courthouse; Wal Mart; Shoney's; The Cottage Restaurant; Murphy's Drug Store; City Hall; and, the churches at Washington Street and Church Street. The churches at Washington and Church are noted because of the concentration of churches at that intersection. It should be observed, however, that the steering committee felt that all churches act as nodes. But, because there are so many churches in Prattville, they were not all identified and mapped as individual nodes.

Districts are those areas which have a clearly defined character that separates them from their surroundings. Districts are

generally thought of as being two-dimensional and an area that a person mentally enters or exits. Like edges, districts are generally thought of as organizational features within a city. In this respect, districts are often related to edges.

Overall, the City of Prattville can be divided into three sections: first, there is Old Prattville which lies generally east of Highway 82 and west of Northington Street on the north side of Main Street and west of the railroad tracks on the south side of Main Street; second, is Prattmont, which is located between Northington Street and the railroad tracks and Pine Creek; and, third, is East Prattville, which is the newest section of Prattville, located east of Pine Creek and west of Interstate 65. Although these sections are not truly districts, they are definitely worthy of note because of their influence on the form of the city due to the existence of definite edges between them which are very visually apparent.

Within the City of Prattville, the following five districts were identified: one, a highway convenience district at the intersection of Interstate 65 and Cobb's Ford Road; two, the East Prattville Shopping District, along East Main Street between Sheila Boulevard and McQueen Smith Road; three, the Prattmont District, at the intersection of Main Street and Memorial Drive; four, the Downtown District, also known as original Prattville; and, five, the industrial district, south of Highway 82 along Selma Highway.

legibility questionnaire

To form a system of checks and balances, steering committee members were

each asked to distribute a questionnaire to at least three local people. The questionnaire (shown in Appendix A) consisted of six questions and asked participants to draw a map of the City of Prattville. When asked what "Prattville" first brought to mind, the most common response, by far, was some variation of a "home atmosphere". Responses varied from home to a great place to live to kindness, peace and quietness to small town living. Other responses included Prattville's industrial heritage, Daniel Pratt, and the convenience to Montgomery and business opportunities. It is significant that only a couple of the responses identified a specific place or thing, while the remainder identified Prattville with a positive atmosphere or feeling.

The next couple of questions asked participants to describe Prattville in a physical sense -- first in broad terms, and second, the details along a common journey, such as to work. In general, Prattville was described as a growing and sprawling city, but, again, with a small-town atmosphere. Other physical characteristics included rolling hills, with a mention of the foothills of the Appalachian Mountains. A great majority of the descriptions of a journey to work included traffic, both work and school, and new construction. Again rolling hills were described, along with forested areas, pastures, and birds. There were some negative descriptions of the smell of industry and agriculture. Even so, the positive atmosphere theme was still present as participants noted friendly neighbors, a pretty countryside, and a quaint downtown. In summary, Prattville can be described physically as a small picturesque city nestled

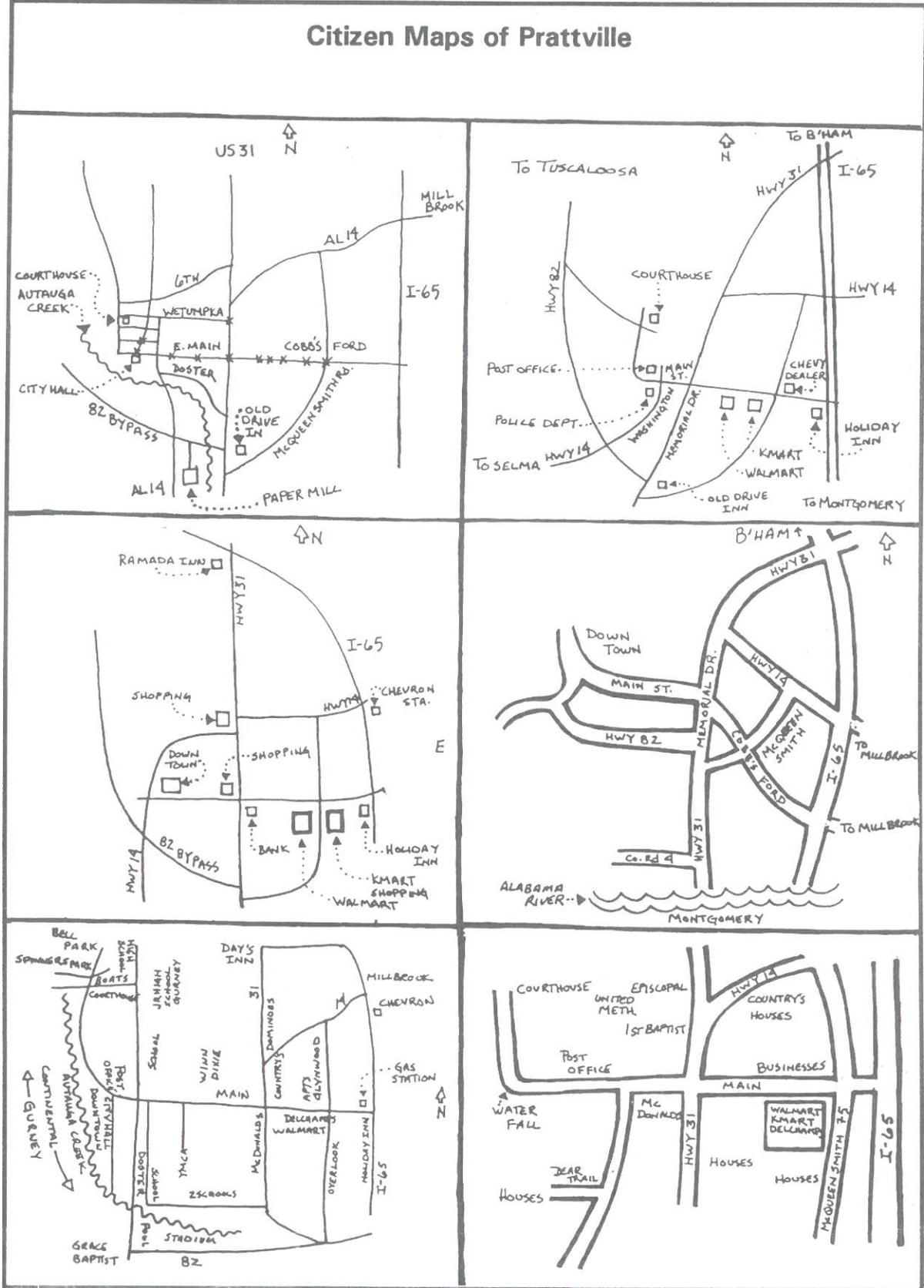
in the rolling foothills of the Appalachian mountains which shows a historical agricultural and industrial lifestyle that is quickly changing to a service and commuter economy leading to growth, expansion and congestion.

In the fourth and fifth questions, participants were asked to identify and list distinctive elements of Prattville, and then of the downtown area, the Prattmont area (the intersection of Memorial Drive and Main Street), and the Gin Shop Hill area. The most distinctive elements of Prattville were identified as industrial landmarks such as the cotton and paper mills, the city parks with an emphasis on Pratt Park, the Autauga County Courthouse, the downtown area particularly the fountain/waterfall, the Memorial Drive/Prattmont Area, and the YMCA. Downtown Prattville was characterized most often by the older, historic buildings, the fountain, distinctive storefronts, Autauga Creek, businesses, sidewalks, City Hall, and the Bank of Prattville.

Clues which would help residents recognize the intersection of Memorial Drive and Main Street included the Bank of Prattville particularly the clock/temperature sign, the closed Exxon gas station, K & B Drugs, loud traffic, and fast food establishments. Distinctive features of the Gin Shop Hill area include hills, trees, the gin factory, Continental Eagle, rural and winding roads, scenic sites, and the Pratt family cemetery.

Maps that were submitted as part of the questionnaire revealed that the two most distinctive features of Prattville are Interstate 65 and Cobb's Ford Road-Main

Figure 45



Street. Secondary features include McQueen Smith Road, Highway 31-Memorial Drive, Highway 82, and to some degree Highway 14. Most of the maps showed Prattville being somewhat oblong in shape and bounded by Interstate 65 on the northeast and Highway 82 on the southwest. Some of the maps are reproduced in Figure 29 to show the different interpretations of the City of Prattville by Prattville residents.

legibility analysis

The physical form of Prattville is easily visible in the graphic depiction of the legibility survey shown in Map 21. In looking at this illustration of the elements of Prattville without the underlying roads, it is apparent how residents perceive the city as sprawling and divided. Although Interstate-65 and Highway 82 form boundaries to Prattville to the east and southwest, the remainder of the city is somewhat amorphous. The original core of the city (the downtown area) contains some strong organizational elements such as edges and circulation paths both through and around the area which help define the district. This area also has a concentration of landmarks and nodes which are representative of a fair amount of activity. The unity of organizational elements, however, is missing in the rest of the city.

Other districts do exist, although they are not as organizationally strong and well defined as the downtown district. The Prattmont district, for example, can be likened more to a lop-sided octopus than to a compact and cohesive unit. This is most likely the result of unplanned and sporadic

growth around what was once a crossroad. The other districts -- in East Prattville, at the Interstate, and the Industrial District -- were seemingly created in much the same way. Physical edges in Prattville act more to divide Prattville into four vague sections which lie in a north-west fashion across Main Street-Cobb's Ford Road, rather than to define cohesive districts. The three dividing edges are most easily recognizable as the railroad trestle, Pine Creek, and McQueen Smith Road.

Circulation in Prattville is primarily through or around the perimeter of the city with Main Street, Memorial Drive, Highway 82 and the Selma Highway being the major routes. Even the identified minor paths act to move traffic on a through basis rather than within the city. With the exception of the downtown area, there are very few connector-type routes to help traffic circulate within Prattville. It is also significant that in the northern part of Prattville, a pattern of east-west circulation is non-existent. The result of the identified circulation patterns is heavy congestion on a few major routes since alternative circulation paths are not available.

The location of landmarks and nodes in Prattville is clearly a result of the existing circulation patterns. The great majority of existing landmarks and nodes are located along Main Street and Fourth Street/Highway 206. One exception is a concentration of gathering nodes on Doster Road which includes Doster Center, Pratt Park, the senior center, and Stanley Stadium.

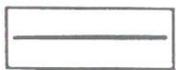
Citizen responses from the legibility questionnaire, as well as discussion with the

LEGIBILITY

Prattville, Alabama

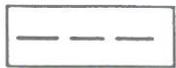


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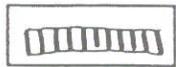
Major Path

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



Minor Path

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.



Edge



Landmark

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



Node

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



District

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



steering committee, led to some conclusions about what the *sacred cows* are in Prattville. As defined by Webster's Dictionary a sacred cow is '*any person or thing regarded as above criticism or attack.*' One sacred cow is Prattville's industrial heritage. Even those residents who are transplants from other areas are very much aware of Prattville's industrial past and the contributions made by Daniel Pratt to make Prattville the 'birthplace of industry'.

Probably the most prevalent item, however, is Prattville's identity as a small, wholesome and friendly city. Although many Prattville residents work in Montgomery, it is doubtful that the citizens of Prattville will ever truly consider themselves as an extension of, or as a bedroom community of, Montgomery. As seen in their marketing slogan -- Prattville. The Preferred Community. -- Prattville residents maintain a strong sense of heritage and pride. That civic pride is not centered on a particular feature or attribute. It is centered around Prattville in its totality. It is clear enough that Prattville citizens view their community as something special.

imageability survey

Once the City of Prattville gained an understanding of how existing development translated into an overall physical form and appearance, an imageability map was developed. The imageability map, shown in Map 22, is a graphic representation of how residents want the physical form of Prattville to appear as their goals and objectives are achieved. The imageability graphic uses the same five elements as the legibility graphic (paths, edges, nodes,

landmarks and districts), plus one additional element, a gateway. A gateway is an entrance corridor that announces the arrival to a city.

To form a true circulation system, rather than the City's current haphazard approach to moving traffic, major and minor paths were identified. In some cases the identified paths already function as planned, in other cases some roads will need to be improved to meet their new function, and in still other cases new roads will need to be constructed to complete the circulation system. In the imageability graphic, major east-west paths include Cobbs Ford Road/ East Main Street, Alabama Highway 206 (Fourth Street), the realignment of Alabama Highway 14 from Interstate 65 to Upper Kingston Road. Major north-south paths are McQueen Smith Road, U.S. Highway 31 (Memorial Drive), the Selma Highway (Alabama Highway 14 West), and a new road connecting U.S. Highway 82 and Autauga County Road 4. Another major path is the formation of a new bypass system, using U.S. Highway 82 from Highway 206 to Memorial Drive, the planned extension of Highway 82 from Memorial Drive to Cobbs Ford Road, Old Farm Lane from Cobbs Ford Road to Highway 14, and the construction of a new road north of the city from Highway 14 to Highway 206.

Minor paths which currently exist include County Road 4, Washington Ferry Road, Doster Road, West Main Street, Gin Shop Hill Road, Sheila Boulevard, Tara Drive, Greystone Way, Fairview Avenue, Wright Street, North Poplar Drive, Huie Street, Shady Oak Drive, Wetumpka Street,

Camellia Drive, Northington Street, Chestnut Street, Greencrest Lane, Ridgewood Road, Upper Kingston, Durden Road and Lower Kingston Road. Planned minor paths, which are not yet constructed, include a connector road between Greystone Way and Highway 14, a road connecting North Poplar Drive to McQueen Smith Road, and two roads in the Gin Shop Hill area connecting Gin Shop Hill Road with the Selma Highway and a connection between this new road and Highway 82.

Edges, or physical boundaries, include the southern portion of the Highway 82 bypass road, Interstate 65, McQueen Smith Road, Pine Creek, the railroad trestle across East Main Street, Autauga Creek, and as a northern edge, the extension of Highway 14 from Interstate 65 to Upper Kingston Road.

As with paths and edges, some districts are already in place and simply need strengthening, while some other areas have only the beginnings, or potential, of a district and will need a great deal of work to become a cohesive and recognizable district. Commercial districts, intended for local shopping, include Cobbs Ford Road from McQueen Smith to Sheila Boulevard/Greystone Way, the intersection of East Main Street and Memorial Drive, and the areas near the intersections of Highway 82 and Memorial Drive and McQueen Smith Road and Memorial Drive. A commercial district for convenience type shopping, both highway and local, is located along Cobbs Ford Road from Interstate 65 past the planned intersection of Highway 82 and Cobbs Ford Road. There are also two other types of districts planned in the imageability

graphic. One is an historic district in the downtown area. The second is an industrial district in the southern portion of Prattville between Highway 82 and County Road 4.

Landmarks and nodes are much the same as they were in the legibility survey. What is different, however, is that the creation of well-defined districts will encompass many of the nodes and landmarks, making their presence even stronger. Finally, Prattville citizens recognized the lack of gateways, or entrances, to their city. It was decided that major gateways should be formed in the following areas: the intersection of Interstate 65 and Cobbs Ford Road, the intersection of Interstate 65 and Highway 14, on Memorial Drive north of the extension of Highway 14, at the intersection of Highway 82 and Highway 206, and at the intersection of Memorial Drive and County Road 4. A minor gateway is to be formed at the intersection of Highway 82 and Selma Highway. Although all of these gateways are important, the development of major gateways at Interstate 65 and Cobbs Ford Road and at Memorial Drive and County Road 4 is crucial. The greatest majority of the traffic entering and leaving Prattville on a daily basis, and on the occasional-visitation type basis accesses the city at one of these two points. Therefore, the first impression of Prattville is often formed at these gateways. A positive image of the city should be projected at these points. The other gateways are relatively undeveloped, giving Prattville the opportunity to develop appealing entrances. The Interstate 65 and Cobbs Ford Road and the Memorial Drive and County Road 4

existing land use

Existing land uses were determined through a windshield survey conducted by the Central Alabama Regional Planning and Development Commission and the City of Prattville Planning Department and are shown on Map 23. Surprisingly, a major portion of the land within the corporate boundaries is undeveloped. Of the land that is developed, the majority is in low density residential uses, with some medium and high density residential uses located between Doster Road and the railroad tracks south of Main Street, in the King Arthur subdivision (south of Highway 82), along Sixth Street near Memorial Drive, and along the southern portion of Memorial Drive.

Commercial land uses are found mostly in a strip pattern along Cobb's Ford Road, Main Street, Memorial Drive, Court Street, and around the intersection of Highway 82 and the Selma Highway. There are three areas of industrial uses found within the corporate boundaries, all in the western half of the city. These are the Gurney Plant, located on Chestnut Street; Continental Eagle and Gurney Manufacturing, located southwest of the intersection of Court Street and Highway 206, and two industrial sites located south of Highway 82, between Selma Highway and Washington Ferry Road. The City of Prattville Industrial Park is located just south of the corporate boundaries on Highway 82. Institutional uses, parks and open space, and utility land uses are found sporadically throughout the city. These land uses are generally on small parcels and do not have a strong relationship to each other or the surrounding land uses.

The existing land use map clearly shows the haphazard development patterns which have occurred in Prattville, particularly during the last twenty to thirty years. The original part of Prattville is evident as a tightly-knit and cohesive area. In this area, the industrial uses are located across the Autauga Creek, away from the residential and business environments. Commercial uses are clustered along Main Street and Court Street, and are surrounded by residential uses with institutional uses on the fringe. These patterns form a clean hierarchy of land uses, ranging from the most intense uses as industrial to the least intense as residential and institutional. Even so, there are still vacant parcels in the midst of this cohesive area.

Prattmont appears to have been the next area to be developed as a nearby crossroad type environment which was reliant upon Prattville. Land uses at the intersection of East Main Street and Memorial Drive reveal a strip/convenience type commercial usage, ringed by residential areas without any apparent hierarchy. From this point, it appears that growth in Prattville has occurred in an unplanned, leap-frog fashion to take advantage of opportunities without regard to long-range needs and city form.

land use allocations

Of the 11,860.5 acres of land located within the Prattville corporate boundaries, the greatest majority, by far at 7,518.3 acres or 63.4 percent, is undeveloped while 36.6 percent is developed in some fashion. See Figure 46: Existing Land Use Allocations. Of the developed land within Prattville, the

majority, at 73.7 percent is used for residential purposes, with 71.5 percent of that being low density residential type developments. Commercial land uses comprise 10 percent of the developed land with the majority being retail type businesses. Parks and planned open space account for 9 percent of the developed land, while institutional uses, such as schools and churches, account for 4.6 percent. The remaining 2.9 percent of developed land is used for industrial and public utility purposes.

Even though the greatest majority of the developed land in Prattville is used for residential purposes, only a small fraction of that is used for medium density residential,

(.4 percent), or high density residential, (1.8 percent). Likewise with commercial land uses, only 1 percent of the total 10 percent is used for office commercial development. The amount of land used for industrial purposes is also surprisingly low, at 2.7 percent, for a city known as the birthplace of industry in Alabama. When compared to land use allocations in other cities of a similar size in population, Prattville has a very high proportion of land in residential uses. Of the cities in the comparison, Prattville has about an average proportion of land in commercial and industrial uses, although those proportions in some cities are considerably higher than Prattville. Surprisingly, Prattville has very low ratios in

Figure 46

Existing Land Use Allocations, October 1994			
	Acreage	Percent Of Developed Land	Percent Of Total Land
Low Density Residential	3,101.2	71.3	26.0
Medium Density Residential	15.5	.4	.1
High Density Residential	77.4	1.8	.7
Total Residential	3,196.1	73.5	26.7
Office Commercial	42.4	1.0	.4
Retail Commercial	388.8	9.0	3.3
Total Commercial	431.2	10.0	3.7
Industrial	115.7	2.7	1.0
Institutional	201.7	4.6	1.7
Parks	390.7	9.0	3.3
Public Utilities	6.9	.2	.1
Undeveloped	7,518.3	NA	63.4
Total	11,860.5	100.0	100.0

SOURCE: CARPDC Land Use Survey, September 1993

EXISTING LAND USE

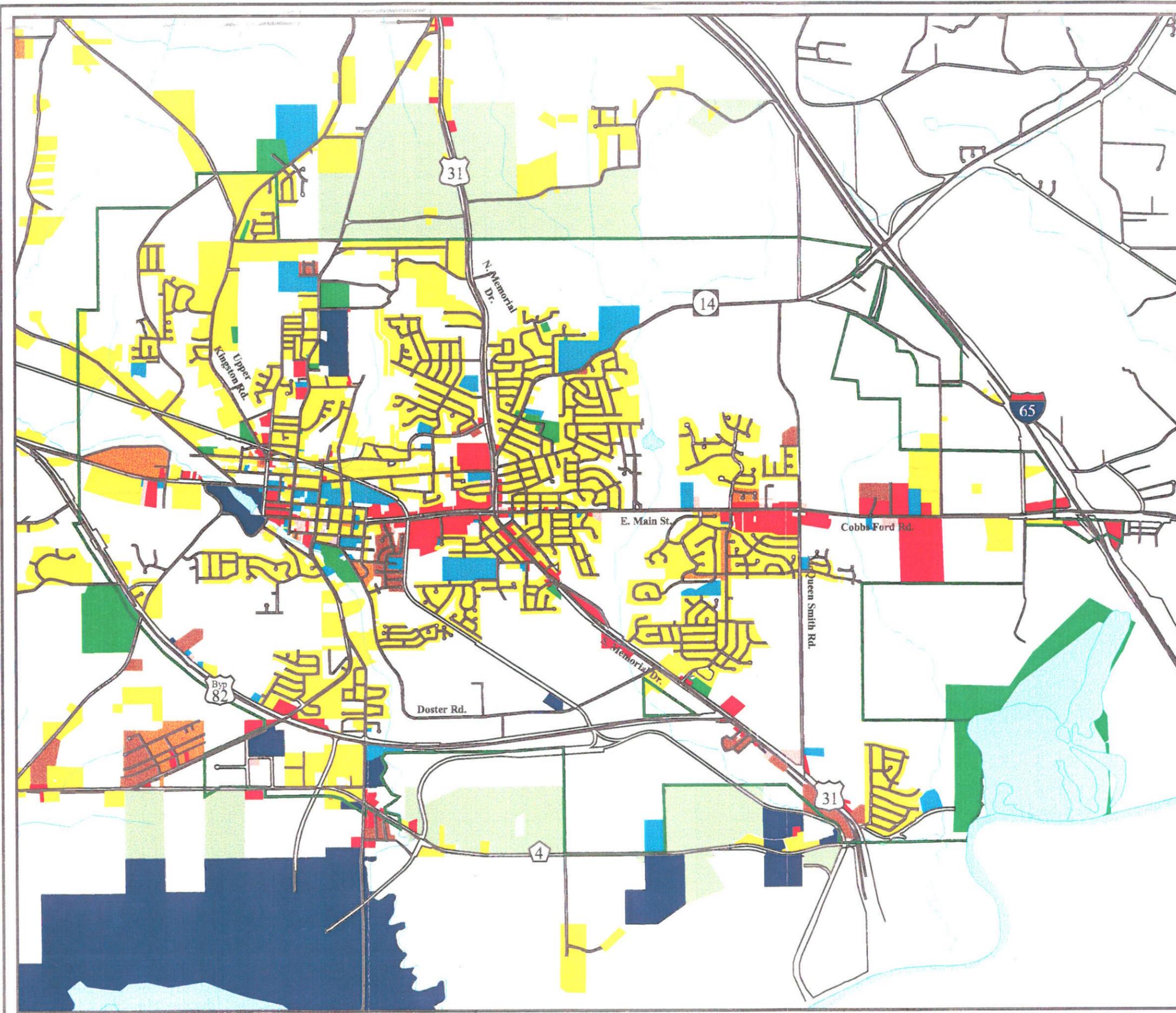
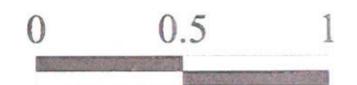
Prattville, Alabama

LEGEND

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



Miles



the public, institutional and parks categories. Although land use allocations may differ greatly for different cities, depending on a city's location and character, this comparison can be used to determine which types of development may be needed in Prattville to maintain a resourceful and financially stable city.

Potential Map (Map 24) accounts for existing developed areas, and for the presence of slopes, wetlands, flood hazards and water, and shows the locations that are best for development and building construction citywide. The following is a brief explanation of each category shown on the Development Potential Map.

Land Use Ratios In Communities With A Population Under 100,000

CITY OR TOWN	POP	RES	COMM	IND	PUBLIC	INSTI	PARKS	ROW
Aiken, SC	20,000	65%(60)	9%	1%	25%	9%	16%	NA
Carrollton, TX	33,000	39(34)	30	17	15	5	10	NA
Highland Park, IL	31,000	53	6	0	41	4	18	19
La Verne, CA	27,000	67(58)	11	3	19	19	NA	NA
Lynnwood, WA	29,000	56(46)	22	3	19	13	6	NA
Manassas, VA	22,000	52(41)	8	12	28	26	2	NA
Northbrook, IL	32,000	46	7	8	39	7	13	19
Oak Creek, WI	20,000	37(27)	8	12	43	6	23	14
Prattville, AL	22,586	73	10	3	14	5	9	NA
Prescott, AR	26,000	74(50)	8	4	14	NA	NA	NA
Wakefield, MA	24,000	54(52)	5	3	38	8	6	24
Ratio Averages		52%(41)	10%	7%	31%	NA	NA	NA

SOURCE: American Planning Association (APA) Memo, August, 1992. CARPDC Land Use Survey, September 1993

development potential

Most of Prattville can be developed and is well-suited for construction of various types. There are, however, some physical deterrents to construction of some types of buildings that should be considered in organizing the City's development and preserving resources. The Development

Existing Development. These lands are presently developed in some urban or other intensive use; appropriate infill uses will be possible in some of these areas, given that the major conflicts of land use, access and public facilities have mostly been resolved.

High Opportunity. These are presently undeveloped or sparsely developed lands that display none of the constraints listed in the other categories. Given the necessary market conditions, these areas can be expected to be built up and be developed with intensive structural uses, in response to demand.

Moderate Opportunity. These are lands with slight to moderate or moderate soil conditions or moderate slopes that could be physically difficult and moderately expensive upon which to construct some urban or other intensive uses. In the absence of a special use, or a higher than normal demand, and given the opportunity to develop alternative sites, it is expected that developers will choose to avoid these sites for the actual construction of intensive structural uses, but it is likely that they will desire to include them in their overall development plans as open space or amenity spaces.

Low Opportunity. These are lands with poor soil conditions and/or steep slopes that would be physically difficult and thus rather expensive on which to construct most any urban or other intensive use. In the absence of a specialized use or a very active market demand, and given the opportunity to build on alternative sites, it is expected that developers will generally choose to avoid these sites for actual construction of intensive structural uses. Developers, however, may find many of these sites highly desirable as open space, views or other amenities.

Building Precluded. These are surface water, lakes, ponds, and flood plain areas. Unless there is a change in physical conditions to remove these constraints to building, such sites will not be used for building sites, although developers may find them highly desirable to include in their overall development plans as open, amenity spaces.

After viewing the Development Potential Map, the reason for the trend of recent development in the eastern portion of Prattville is clear. With the exception of Pine Creek and Fay Branch and their immediate surroundings, the land in east Prattville has either a high or moderate opportunity for development. In the western portion of Prattville, the presence of floodplains or poor soils makes much of the land unsuitable for development, or at the very least makes development much more costly. There are, however, some areas in the western part of Prattville that are as yet undeveloped and have a high opportunity for development. These areas, for the most part, are small and are located adjacent to existing developed areas. One such area of notable size is the Gin Shop Hill area.

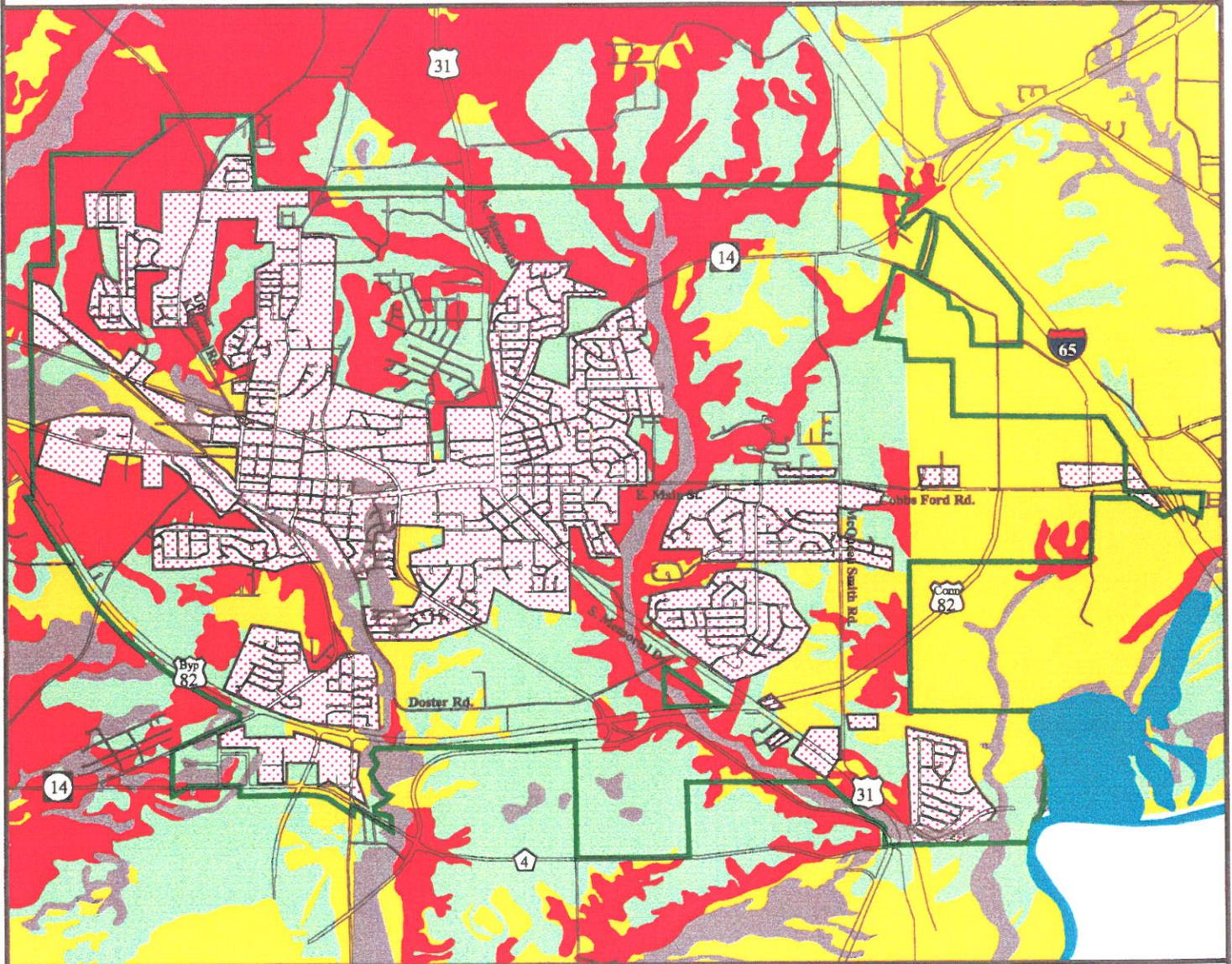
land use issues and conclusions

As a result of the study and discussion of existing land use patterns, the desired image of Prattville and the development potential of the city, it was possible to define issues with which the City of Prattville is now confronted, or may be

Map 24

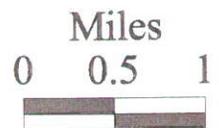
DEVELOPMENT POTENTIAL

Prattville, Alabama



LEGEND

-  City Limit
-  Building Precluded
-  Existing Development
-  Low Opportunity
-  Moderate Opportunity
-  High Opportunity



confronted with in the future. In the following section, each of these issues is recognized, along with a summary of findings related to the issue.

issue: circulation within prattville

There is a lack of primary circulation routes through and around Prattville to provide convenient and safe travel. Since Cobbs Ford Road/East Main Street and Memorial Drive are the only two major arterials for residential and commercial traffic, these areas remain congested. Furthermore, the lack of primary circulation has limited commercial development to serve the western portion of the city.

Much of Prattville's traffic congestion is due to the heavy commuting to Montgomery for employment. The City of Prattville has no facilities, resources, or programs for carpooling or mass transit from Prattville to Montgomery to decrease commuting traffic.

Access to industrial areas is integrated with everyday vehicular traffic which increases traffic congestion and decreases Prattville's ability to attract additional industry. Heavy industrial traffic is disruptive to residential areas and makes what could be a stable neighborhood an undesirable place to live.

Bicycle and pedestrian resources are virtually non-existent in the majority of Prattville. Although some sidewalks do exist, and efforts are being made to include sidewalks in new developments, many sidewalks are isolated and do not connect to any destination points. This is particularly evident along East Main Street and Cobbs Ford Road.

Upgrades and improvements to construct an efficient circulation system will be costly and will place more maintenance on the City of Prattville. These improvements are necessary, however, if Prattville is to continue to grow and be able to support its residents. Without the improvements, commercial and industrial development will be limited. Without these additional revenues, the City of Prattville will be strained to provide infrastructural services to a growing residential population.

issue: land use compatibility

The current subdivision regulations and zoning ordinance do not have provisions for visual or noise buffering between incompatible land uses. This has resulted in complaints from residents primarily located in the east Prattville area who are adjacent to heavy commercial development and the resulting traffic. The lack of buffer requirements is increasingly becoming a problem as new developments, both commercial and residential, occur near established neighborhoods.

Commercial development in Prattville is mainly strip type development without any clustering of similar types of businesses. The result is offices adjacent to car repair next to retail stores. Not only has the lack of commercial clustering resulted in an aesthetically displeasing landscape, but has also contributed to traffic congestion because of the lack of service roads to serve a particular type of development. Furthermore, specific types of traffic are not funneled in one direction.

Prattville has several strong and cohesive neighborhoods which attract

growth and promote stability. Conservation of these neighborhoods should be a high priority as new industrial, commercial and residential growth continues to occur.

The current zoning ordinance is very broad in some commercial districts, allowing just about any type of development, and is very narrow in other areas so that flexibility in unique development is extremely difficult. The zoning map does not provide the hierarchy of land development that it should to encourage growth which protects neighborhoods and manages traffic.

issue: conservation and development of natural resources

The flood plain areas surrounding Pine Creek, Autauga Creek and Fay Branch have the potential to become highly desirable amenities to development, as well as alternative transportation paths for pedestrian and bicyclists. These areas should be preserved to eliminate danger of harmful development in physically sensitive areas and be used to promote the high quality of life desired by Prattville residents.

Parks and open spaces are part of the amenities which attract residents to Prattville and help maintain a high quality of life. Although Prattville has a good park system, it is not as strong as it could be since there are several neighborhoods which do not have access to a community/neighborhood type park. Consideration should be given to new parks as development occurs to insure that the park system is able to accommodate increased growth.

New development should be controlled so that physically sensitive areas,

such as the Fay Branch watershed, are not endangered. Increased urbanization of Prattville will result in increased stormwater runoff. This increased stormwater drainage has the potential to further erode creek beds, increasing the potential of flooding, as well as increasing the pollutants in the city's natural resources.

Prattville is rich with historic resources such as the birthplace of industry in Alabama. The downtown area is one of only a few remaining downtowns that remains active and economically viable.

issue: maintaining a quality image

Prattville's system of site plan review is limited to making sure that a development meets all subdivision regulation, zoning and building code requirements. None of these codes provide the flexibility to insure that a development is aesthetically pleasing as well as structurally safe. Site plan review should also address provisions to help alleviate traffic congestion.

The only established group in Prattville with a mission of preserving and improving the city's resources is the Historic Prattville Redevelopment Authority (HPRA). While this group is strong and active, it does not address many of Prattville's natural resources which promote a quality image. Individual citizens are, however, becoming more aware of this as increased growth continues to eliminate the natural surroundings.

The poor access to schools in Prattville detracts from the image of the city. Although the traffic problem does not directly affect the quality of education, the apparent low priority in resolving this

problem is a poor reflection on Prattville.

Recently, Prattville has developed a strong organized sports and recreation program which continues to attract residents. The same effort, however, has not been put forth to develop a park and open space system.

The presence of long-term vacant buildings is detrimental to Prattville's image as an active and growing city. When uses cannot be found for vacant buildings, the impression is that Prattville cannot attract, nor sustain, commercial development.

The entrances to Prattville are poorly defined and do not promote a positive image of the city. Instead, the entrances are somewhat confusing, as the traveler is never sure at what point Prattville begins or ends. This is a result of sporadic development catering to new growth and commuting traffic.

issue: economics

In the past, Prattville has not actively sought to provide land resources for necessary services to accommodate a growing population. The result is neighborhoods without parks, inaccessible schools, and the need for additional fire protection facilities, to name a few. The provision of these resources retroactively is going to place a burden on the City of Prattville until they catch up to the growth rate.

The sudden increase in growth during the last twenty years caught Prattville by surprise in many instances. In an effort to encourage growth and increase revenues, the City has not managed how growth and development have occurred.

Prattville is now in a position to manage growth so that the desired character of Prattville is maintained.

Most of the infrastructural system of Prattville (water, sanitary sewer, garbage and other utilities) are capable of servicing the present population. The road system and the stormwater drainage system, on the other hand, are suffering from the increased growth. Well-managed growth will be necessary to insure that the infrastructural resources are able to continue to accommodate development. This means that Prattville may have to be more active in their pursuit of commercial and industrial development to help offset the costs of residential development.

Prattville has not taken full advantage of its strong organized sports program and recreational opportunities to attract tourism and increased revenues. This has recently been recognized by the City's administration with the emphasis placed on recreation by the State of Alabama as a means to attract tourism and retirees.

The City of Prattville has spent money to provide services to an expanding commercial base at the cost of leaving buildings vacant and unused in the western portion of the city. Uncontrolled growth to the north and east will only encourage this unwise spending of revenue.

issue: anticipating and meeting land use needs

Land use compatibility has not been an issue until the recent past when fast development has begun to encroach on stable residential and commercial areas,

bringing traffic congestion and the potential for loss of property values.

Approximately 63 percent of the land within the corporate boundaries of Prattville is as yet undeveloped. Prattville's citizens and government administration are only now becoming cognizant of this fact and of the cost of developing outside the city limits.

The City of Prattville has a need for increased moderate and high density residential resources which are located with appropriate access for a high volume of traffic. The needs of this type of residential development often include access to major arterials and to Interstate 65 for employment purposes.

For Prattville to maintain its high quality of life and attractive image, the City must be able to predict growth trends and insure that adequate land and resources are available in appropriate areas so that residents continue to find Prattville an attractive place to live and work, and so that commercial resources are available to serve the population.

Prattville is lacking in resources to promote heavy industrial recruitment. Although the City does have land available in industrial parks, the land does not have the necessary accessibility for industrial traffic. Prattville's regional position is diminished by this lack of access. Nor, does Prattville have programs which promote the start-up of industry, such as seed money, a speculative building, or an industrial incubator.

future land use guide

The future land use guide provides a general framework for improvement and development in Prattville over the next ten to twenty years. It establishes long-term recommendations for key aspects of Prattville, which are consistent with the city's overall goals and objectives. It is specific enough to guide day-to-day development decisions, yet it is flexible enough to allow modification and continuous refinement.

The following section explains the future land use plan and map and includes a general description of the overall long-range development pattern for Prattville. This section is followed by land use goals, objectives and recommendations. When deciding upon new development proposals, it is important to emphasize that the future land use guide is supplemented by the other elements of the comprehensive plan.

Prattville is different than many cities in that the regional access which has spurred its growth is located to the east of the city rather than in the middle of the city. An ideal hierarchy of development would be to have dense commercial development near the center of the city and less dense uses toward the city edges. Prattville's dependency on Montgomery for employment, the city's position as a regional center, and past development trends make this ideal development pattern virtually impossible to achieve. Instead, the future land use guide proposes to have several commercial centers serving the various physical sectors of the population. A hierarchy of development from most dense

to least dense uses is then formed around each of the commercial centers.

The future land use guide, shown in Map 25, proposes a new circulation system which provides major arterials around Prattville and through Prattville in both an east-west and north-south direction. Commercial centers are situated around the intersections of these major arterials and are backed up by either office commercial or high density residential land uses so that lower density land uses eventually merge together between the commercial centers. This development pattern also allows for, and encourages, commercial centers at the edges of the city, as well as in the downtown area, which will eventually serve additional residential growth in the area that is now outside the corporate boundaries. In doing so, the City of Prattville is preparing itself for long range growth that is not haphazard and which can accommodate both Prattville citizens and help the city maintain its presence as a regional center.

Industrial development is proposed to be concentrated in the southern portion of the city with improved circulation. One reason for this location is because very little residential growth is expected to occur south of Highway 82. Another reason is to cluster industrial development so that services and access specific to industrial needs may be more easily provided, thus making Prattville more attractive for industrial development and building a larger employment base for citizens.

The future land use guide also recommends tying residential areas together through a system of linear parks and pedestrian paths. These improvements will

provide alternative transportation to commercial and recreational destinations as well as increase the quality of life for Prattville residents. It is also recommended that each residential area have access to a neighborhood or community park. The future land use guide has taken advantage of lands that are not highly suitable for development to provide these resources.

The result of the overall development pattern is an adjustment in the land use allocations to better serve long range development needs and requirements. The following table, Figure 47, shows the land use allocations as they are presented in the future land use guide.

The future land use allocations reflect a decrease in the proportion of the land area dedicated to residential use from 72 percent to 51 percent. Even so, the amount of land acreage for residential purposes almost doubles. The result is a continuation of residential growth particularly medium and high density developments, but with an increased emphasis on commercial and industrial development. The future land use guide reflects an increase from 10 percent of the developed land in commercial uses to 18 percent; and an increase from 3 percent of the developed land in industrial uses to 5 percent. While the proportion of the developed land slated for parks and open space remains the same at 9 percent, the amount of recreational acreage is substantially increased from 391 acres to 1,031. The following are the key features of each of the land use categories. These features are based on the goals, objectives and recommendations of other elements

within the comprehensive plan, the conceptual framework for development, and the suitability of the land for development.

residential development

- High density residential development is provided in the eastern, central and southwestern parts of Prattville. This type of development is located off of major arterial roads for convenient access and between commercial and medium density residential developments.

- High density residential developments are intended to be of a quality design befitting the quality of Prattville and are intended to serve those in transition before home ownership.

- A significant increase in the amount of acreage used for medium density

residential land uses is recommended, with these areas forming cohesive and stable neighborhoods. Medium density residential development is recommended along McQueen Smith Road in the northeast, in the Scenic Hills area in the southeast, along Doster Road in the south central part of Prattville, and in the downtown and Allenville Road areas in the west.

- Large areas of low density residential development are recommended in all quadrants of the city. These areas are, however, buffered from incompatible retail commercial land uses by office commercial and higher density residential land uses.

- Low density residential neighborhoods are often separated from one another by major or minor roads or other physical features which help provide each

Figure 47

Land Use Allocations Future Land Use Guide					
Land Use	Existing Developed Acreage	Existing Portion of Developed Land	Existing Portion of Total Land	Proposed Future Acreage	Proposed Future Portion of Total Land
Low Density Residential	3,103	72%	26%	6,049	51%
Medium Density Residential	16	1%	1%	1,423	12%
High Density Residential	77	1%	1%	237	2%
Commercial - Office	42	1%	1%	119	1%
Commercial - Retail	389	9%	3%	2,016	17%
Industrial	116	3%	1%	629	5%
Institutional	202	5%	1%	356	3%
Parks	391	9%	1%	593	5%
Open Space				438	4%
Total	4,336	100%	37%	11,860	100%

neighborhood with its own individual character.

commercial development

- Regional and convenience type commercial areas are proposed along Cobbs Ford Road, from Interstate-65 to Sheila Boulevard/Greystone Way; along Alabama Highway 14, from Interstate-65 to include areas around the intersections of Old Farm Lane and McQueen Smith Road; and along South Memorial Drive, from Autauga County Road 4 to Doster Road including the areas surrounding the intersections of South Memorial Drive and McQueen Smith Road and South Memorial Drive and U.S. Highway 82, as well as the intersection of McQueen Smith Road with the planned extension of U.S. Highway 82.

- A commercial area which relates to industrial development, such as office/warehouse type developments, is planned to be developed along U.S. Highway 82, from South Memorial Drive to Alabama Highway 14.

- Local shopping areas are recommended at the PrattMont intersection, along Memorial Drive from Fairview Drive at the north to Old Highway 31 at the south; at the intersection of Upper Kingston Road with Bridge Creek Road; and, along Highway 206 at the western corporate boundary.

- Commercial development along East Main Street from Chambliss Street to Moncrief Street should be restricted to office commercial uses which do not generate high volumes of traffic and which do not disturb the surrounding residential areas.

- Commercial development within the historic downtown area is recommended to be a mixture of retail, office and municipal uses so that the downtown area remains active and economically viable and is not totally dependent upon one segment of the population for business. Every effort should be made to encourage versatility in the downtown area so that this historic resource is not lost. Furthermore, the downtown area is recommended to become a primary source of tourism revenues.

industrial development

- The future land use guide recommends that industrial land uses be clustered in the southern part of Prattville between Highway 82 and County Road 4. The future land use guide also recommends improved accessibility to these areas with the construction of a Highway 82 bypass around Prattville.

- The exception to the clustering of industrial uses in the southern part of Prattville is the historic industrial buildings in the downtown area. These industrial resources should be maintained as testimony to Prattville's industrial heritage.

- The future land use guide recommends buffering all industrial uses from low density uses with heavy commercial development which are related to the industrial enterprises.

institutional, parks and open space development

- Institutional land uses are proposed to be located strategically throughout Prattville as needed to serve the

population. These land uses include schools, churches, fire stations, police stations, etc.

- The future land use guide recommends the development of an open space system which connects residential areas to one another and to commercial and institutional developments. The open space system should be developed along floodplains and utility easements which are not suitable for development, but which enhance the residential and commercial areas.

- Neighborhood and community parks are recommended within all residential areas. Larger parks should be located in areas with convenient vehicular access.

- A large park complex, including fields for organized sports is planned for the northern portion of Prattville in and around an area of floodplains along the tributaries of Pine Creek. Other development in this area would be quite costly, while potential flooding is not likely to damage the park area. This facility should be used as an economic development tool.

- It is recommended to plan for institutional and recreational resources before development occurs so that the cost may be shared by developers and so that all new developments have necessary services.

goals and objectives

After defining the issues, it was possible to establish goals and objectives to direct Prattville's plans for land use and 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 a land use plan for the City of Prattville which supports the City's economic development, housing, transportation, and open space, recreation and education goals in a manner that maintains and promotes Prattville's unique image and quality of life.

objectives

Establish minimum requirements for parks and/or "green" areas based on criteria such as acreage, population density and land use.

Insure appropriate land is available for industrial development.

Treat the land and water as non-renewable resources.

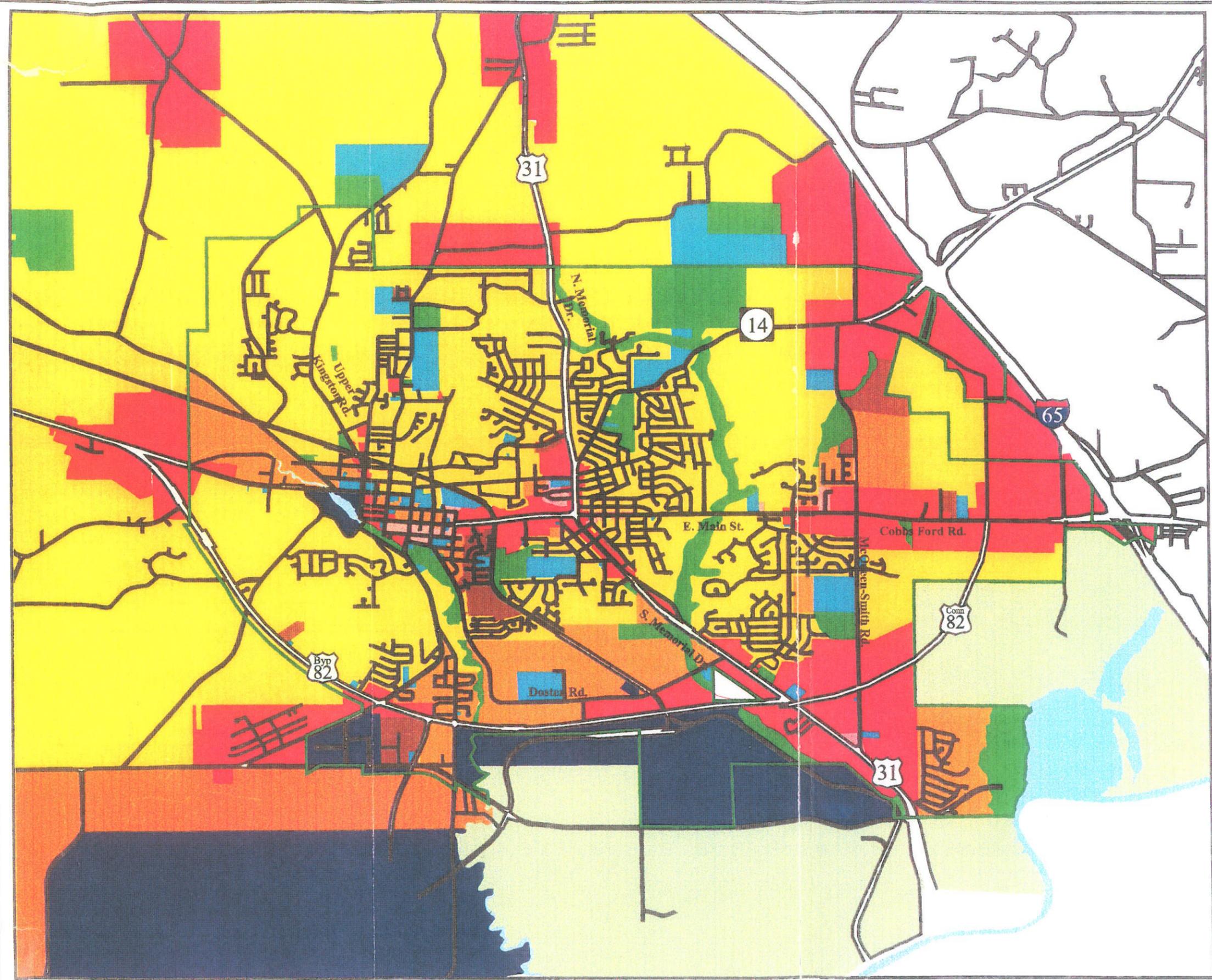
Preserve the history and beauty of Prattville and its surroundings.

Utilize any available state or federal sites.

Anticipate and provide land use for public needs (i.e., educational, governmental, and utility facilities).

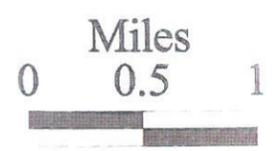
Encourage development of sound and cohesive residential areas which meet the housing needs of current and

Map 25
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



potential residents.

goal

Grow sensibly by anticipating land use needs.

objectives

Promote and manage growth on undeveloped lands in a manner that will be compatible with, and complementary to, existing adjacent developed properties.

Promote communication between industry, developers, and citizens in approaching land uses by providing firm, but objective, public grasp on land use and zoning.

Maintain a balance between development and infrastructure needs.

Encourage zoning regulations that are more site specific in nature to limit incompatible use and/or development.

recommendations

Make an ongoing effort to improve and expand vehicular traffic circulation paths in and around Prattville.

Protect and conserve neighborhoods and their individual characters from encroaching commercial development and through the development of parks, open spaces and buffers.

Make an effort to eliminate existing and potential nuisances through ordinance review and long-range consideration of land use compatibility.

Provide opportunities for alternative transportation, such as walking and bicycling, through the creative use of available resources and through subdivision review procedures.

Insure that Prattville's infrastructure system will support additional growth through capital improvements and through consideration of alternative financial resources.

Encourage planned unit developments which are beneficial to residents and which creatively take advantage of available properties that otherwise would not be developed.

Protect and preserve the character of Prattville through review of new developments, the encouragement of growth that enhances the community spirit, and through aesthetic considerations.

Insure that Prattville children are provided with good schools which are located in convenient areas with safe and practical accessibility; and, that the school system can accommodate the growth of the city.

Concentrate industrial land uses in the southern portion of Prattville between U.S Highway 82 and County Road 4.

Integrate recreational resources with residential neighborhoods to insure that all portions of Prattville's population have convenient access to parks and open space.

Promote clustered commercial development in defined areas.

Develop gateways that alert travellers to their entrance into the City of Prattville and

which promote a positive image for the City. Improve vehicular circulation to promote safe and efficient movement around the City of Prattville.

Revise the zoning ordinance as necessary to accomplish the desired development plans and character within Prattville.