

# Workshop Debrief Notes

For Prattville Debrief Session  
Wednesday, May 20, 2009

“Missing Pieces”. Locate one of each somewhere in the City. For each type, a list of guiding principles is shown, to help with each one. (Five minutes each)

1. **Light Industrial** - Answers included South of Home Place (down to the McQueen Smith intersection); McQueen Smith at 14 East; Up towards the Pine Level interchange (assuming this is preceded by annexation); and Old Farm Lane (which is seen as preferable from a market perspective).
2. **Regional Recreation Center** - Numerous responses, including the McQueen Smith/82/31 triangle; South 82; Adjacent to the RTJ golf course; Pine Level; Gurney Mill site; and Old Farm lane. Again, from a market perspective, the Old Farm lane option is seen as the best (particularly as a regional draw), while the Gurney Mill site would be very challenged without significant transportation improvements.
3. **Professional Office** - Suggestions ranged from the 14/McQueen Smith intersection (in support of medical) and Home Place to converting some existing retail to office. The latter is believed to be somewhat less feasible, but locating new office facilities in the Home Place are would be very reasonable.
4. **Apartment complex** - A wide variety of responses: Within larger mixed-use development along Cobbs Ford Rd.; Along South Memorial (north of 82); Within Prattmont, likely as part of a redevelopment of older commercial; 82 South; Old Farm Lane; Downtown (at an appropriate scale); and near amenities like schools and trails. 82 South is a little too isolated to be attractive or practical, but most of the rest are reasonable if scale and buffers are carefully considered.
5. **Senior Housing/Active Living** - Surprisingly, not similar to the apartment suggestions, with locations encompassing: McQueen Smith at 82; McQueen Smith at 14 (near medical facilities); Close to Downtown (for a more walkable environment); and along Old Farm Lane. The latter two were seen as the most feasible notions. The team also suggested the new development to the north would provide good territory. One extra note was the addition of golf cart paths (or multi-use trails) to make senior housing/active living centers more accessible.



## Workshop Debrief Notes

6. **West Side Neighborhood Node** - Very little variety in replies. For the most part, suggestions were limited to the western 'split' at 82; one or more intersections along the western swing of 82; and at some node internal to the neighborhoods. From a standpoint of walkability, this last option is attractive, but for market viability, a location along 82 seems most likely.

**“Getting Around”.** Exercises geared towards key transportation issues.

1. **Trail System** - Two distinct elements came from this exercise: the idea of a “trail loop”, and various connections among points of interest. Logical step is to break the recommendations and implementation into two parts as well: “Local Projects”, and the “Big Project” (“The Legacy Trail?”). The former would be a series of connections among targeted areas, completed based on a number of factors (including but not limited to community prioritization, funding source and availability, parallel work efforts (like adding a multi-use path along side a roadway improvement effort), land and ROW acquisition, et. al.). The latter would be a long-term task that would likely have to be preceded by a series of feasibility studies, more detailed planning and engineering efforts, and initial acquisition. In either case, a wide variety of route typologies would need to be considered, from sharing existing or new road ROW to capturing undeveloped greenway space. If possible, paths should be ‘multi-use’ - that is, not dedicated solely to pedestrians or cyclists. A number of comments were made, requesting that consideration be made for small-scale motorized vehicles like golf carts.
2. **E/W Connector** - A variety of alternate alignments was shown, but in the end it was felt that just one connection would not be sufficient, especially if the growth pattern did, as predicted, flow north. Primary concern with the existing plan was the lack of four-way alignment at its west termination. This did not seem to make a lot of sense to respondents (nor to the consultants), and might need to be explained in more detail if it’s to be carried forward as is.
3. **Park & Ride Lot/Transit Center** - As the study effort has progressed, citizens have become increasingly amenable to this idea. A wide variety of locations were suggested, for a myriad of reasons: At the Bass Pro (double-duty as commuting station to Montgomery, or as shuttle to Downtown Prattville, including the idea of a ‘canoe shuttle’ from Bass Pro to the put-in); The new E/W connector (once it’s built) at US 31 North (for commuters using I-65); McQueen Smith at 82 (for commuters using either 65 or 31); and Prattmont (for commuters taking 31 south to Montgomery). One key to actual



# Workshop Debrief Notes

implementation might be multi-functionality. Regardless, the next steps would likely include feasibility studies.

**“Crystal Ball”**. Land Use exercises focused on key areas.

1. **Old Farm Lane** - Responses varied greatly, and in conjunction with the market assessment, this area could support almost anything (to the exclusion of a large-scale retail development. Keys will be maintaining flexibility to accommodate fluctuations in future demand, and the ability of the City to “close the gaps” via annexation. A specific move that caused a lot of interest was the idea of the Pinnacle Development (currently sitting almost completely unoccupied) be re-positioned as an outlet mall. The layout, design and square footages would be very much in line with the prototype, requiring minimal retrofit.
2. **McQueen Smith and Cobbs Ford Rd.** - A mix between select redevelopment and some outparcel development, the desired mix was mixed-use (leaning towards office), and potentially multi-family. Specific uses included a teen entertainment center, though this would require a good bit of public/private partnership negotiations.
3. **Prattmont** - Participants struggled with this due in particular to the shallow depth of the lots along the southern stretch of 31. Some considered program types included mixed-use (particularly on the larger, aging strip centers); multi-family residential (with an eye on the adjacencies); new commercial (or rehabbing the existing); a greenway trail; and some general efforts at beautification.

**“Pot Pourri”**. Miscellaneous issues.

1. **Downtown “Big Idea”** - A very wide range of comments: Townhomes; Outdoor dining; Improved nighttime lighting; Comedy club; Establishing an arts scene; An amphitheatre; Better library; Senior housing; *Less* parking (or screening the parking better); Better sidewalks (from the Downtown area); Even more emphasis on the creek; Uncapping the existing wells; Using the trestle as a formal gateway from the east; Eliminating billboards; Re-using or connecting to the Mill; Better wayfinding; An empowered DDA; A more visible visitors’ center and museum; Playing up a connection to the Bass Pro shop; Historic tours; Interstate signage; Breaking up the dam for whitewater rafting; Performing Arts Center; Expand Pratt Park; and improve the existing fountain or add a new/better one.



## Workshop Debrief Notes

2. **Getting to school** - Need better transportation management around the schools (will likely need more detailed studies), and improved trails and sidewalks connecting to the schools.
3. **Additional comments** - Golf academy associated with RTJ? Water taxi to Montgomery, for tourists and commuters?

