

June 23, 2020



Visioning Session

# AGENDA

- Project overview
- First Impressions
- Visioning



# PLANNING TEAM

- City Project Team
- Advisory Committee
- Residents
- Business and Property Owners
- Elected Officials and City Staff
- Planning Commission
- KPS Group Planning Team

# CONSULTANT TEAM

KPS Group – Jason Fondren  
city planning, project manager

Sain Associates  
transportation planning

Zimmerman Volk  
housing demand analysis

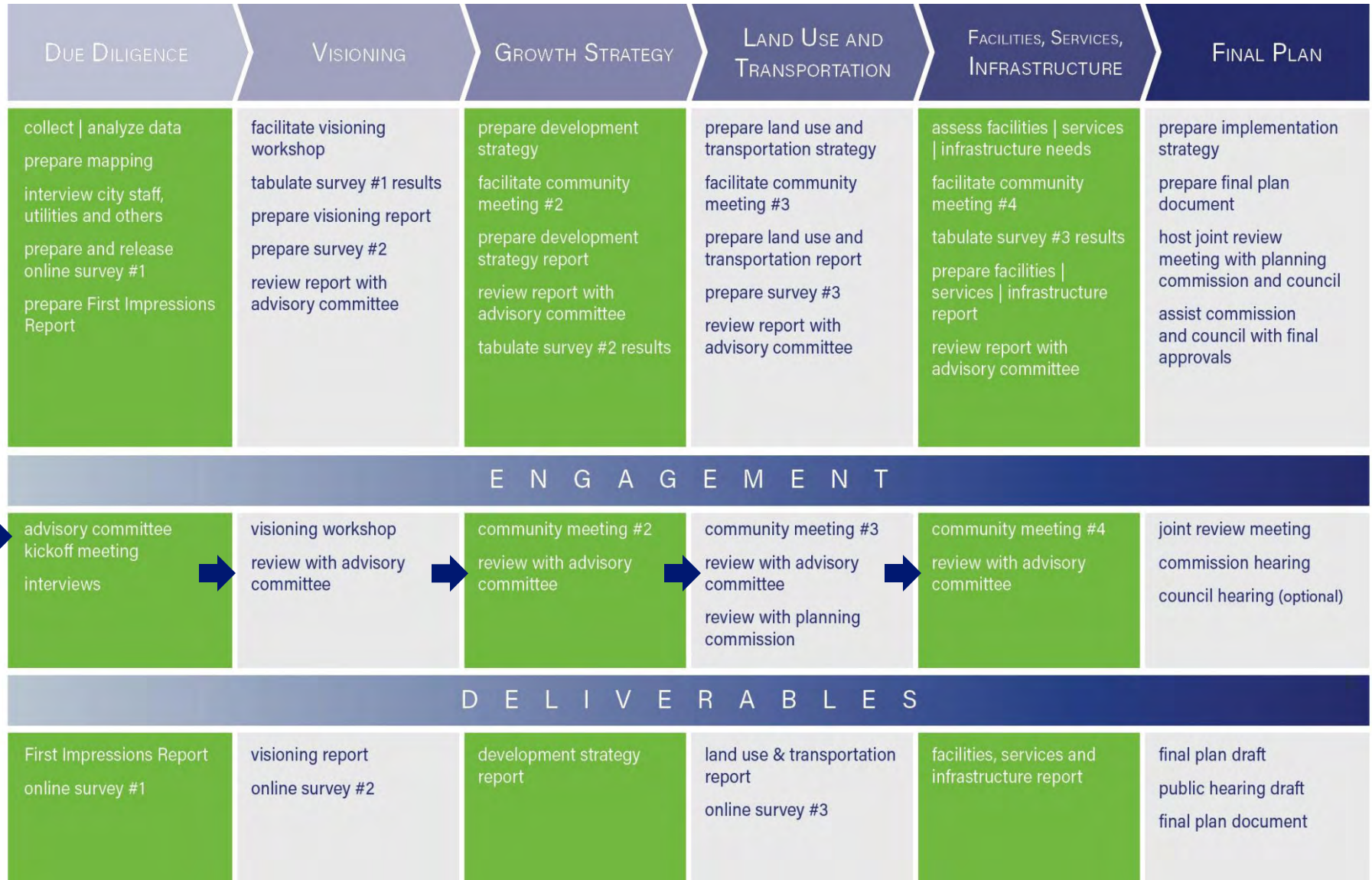
Dr. Arthur Allaway  
population projections

# PLAN ISSUES

- Land use + development
- Economic development
- Transportation
- Housing + neighborhoods
- Infrastructure
- Public facilities + services
- Annexation



# PROCESS



# SCHEDULE

- Data collection and analysis Mar-Apr
- Survey 1 May-June
- Visioning Session June 23
- Vision / Growth Strategy June-July
- Workshop #2 July
- Survey 2 July-Aug
- Land Use / Transportation Aug
- Workshop #3 Aug
- Infrastructure / Facilities Sept
- Workshop #4 Sept
- Survey 3 Sept-Oct
- Priorities and Implementation Nov
- Plan review and adoption Dec-Jan

# ONLINE ENGAGEMENT



[projectprattville.com](http://projectprattville.com)



## 2040 Comprehensive Plan

The City of Prattville is now updating the citywide comprehensive plan to guide growth and improvement in the community. Throughout the process the planning team will engage residents, property and business owners and other stakeholders through public forums, surveys and discussions about the issues that will be most critical to

## Upcoming Meetings

Join us for the following public meetings!



# SURVEY #1

- How is Prattville doing?
- How has it changed?
- What's important looking forward?

A screenshot of a survey displayed on a tablet. The survey title is "Plan Survey 1". The question is "1. How do you rate your overall quality of life in Prattville?". The response options are radio buttons for "Very Good", "Good", "Fair", "Unsatisfactory", and "Very Unsatisfactory". At the bottom, it shows "0 of 17 answered". The Project Prattville 2040 logo is at the top of the survey page.

Project  
Prattville  
2040

Plan Survey 1

1. How do you rate your overall quality of life in Prattville?

Very Good

Good

Fair

Unsatisfactory

Very Unsatisfactory

0 of 17 answered

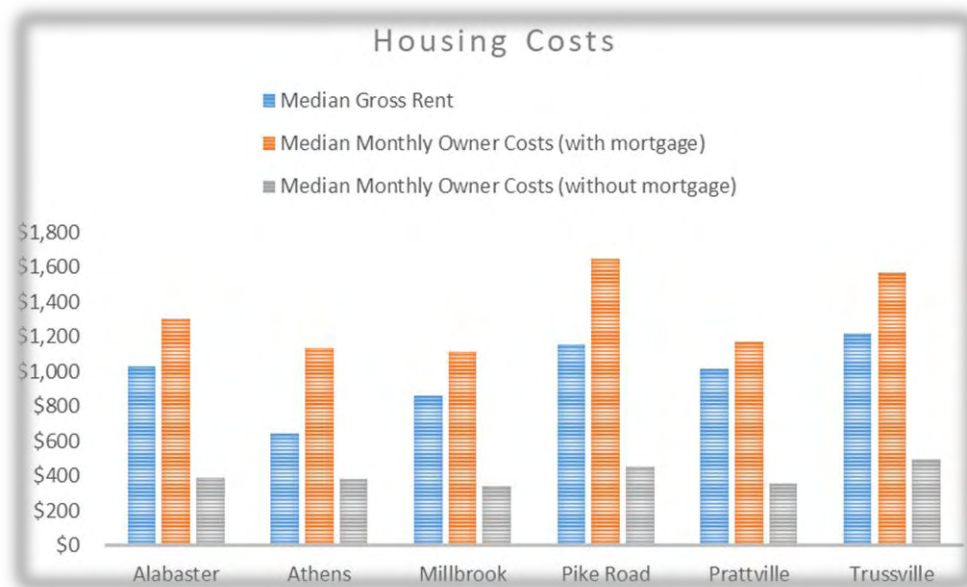
[surveymonkey.com/r/PrattvillePlanSurvey1](https://surveymonkey.com/r/PrattvillePlanSurvey1)

# FIRST IMPRESSIONS

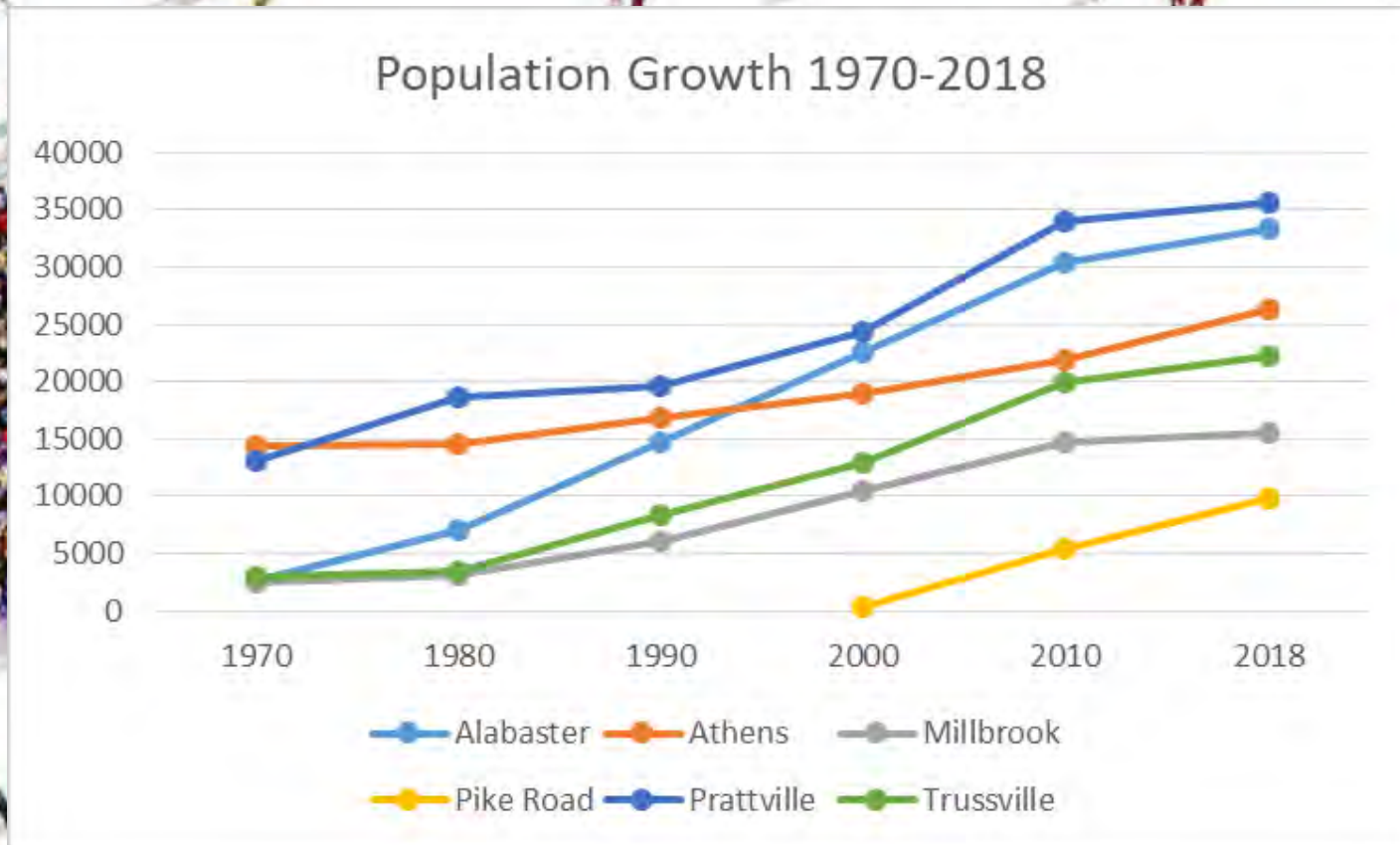
Collect and review demographic, mapping and other information to gain a better understanding of the community.

## Peer Community Analysis

- Alabaster
- Athens
- Millbrook
- Pike Road
- Trussville



# GROWTH RATE



# INCOME

(2018 est.)	Household Income	Family Income
Prattville	\$59,822	\$73,726
Alabaster	\$78,071	\$87,771
Athens	\$49,549	\$68,809
Millbrook	\$59,443	\$74,628
Pike Road	\$105,203	\$110,938
Trussville	\$88,371	\$104,391

Income levels are lagging.

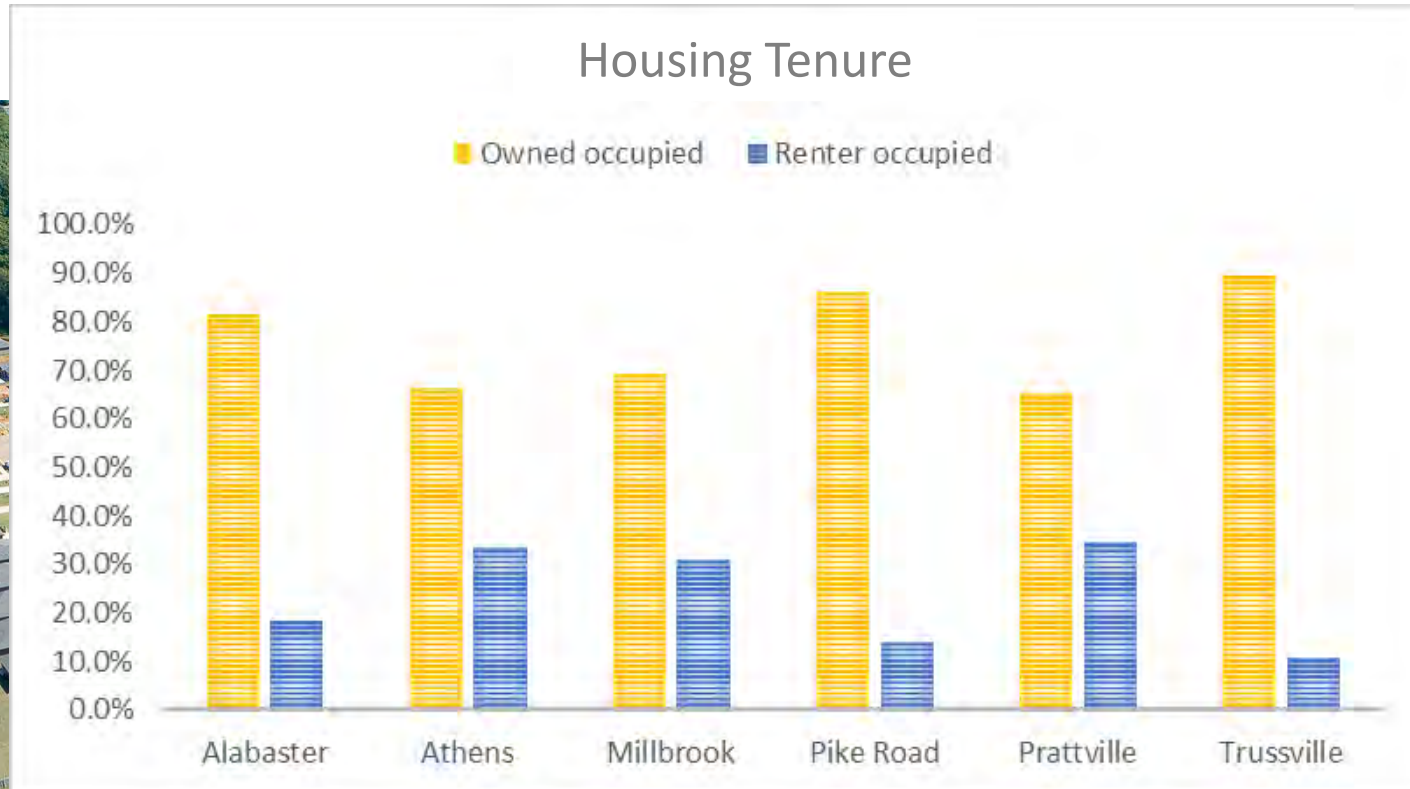
# HOUSING OCCUPANCY



(2018 est.)	Occupied	Vacant
Prattville	92.7%	7.3%
Alabaster	94.7%	5.3%
Athens	90.5%	9.5%
Millbrook	92.8%	7.2%
Pike Road	90.9%	9.1%
Trussville	94.5%	5.5%

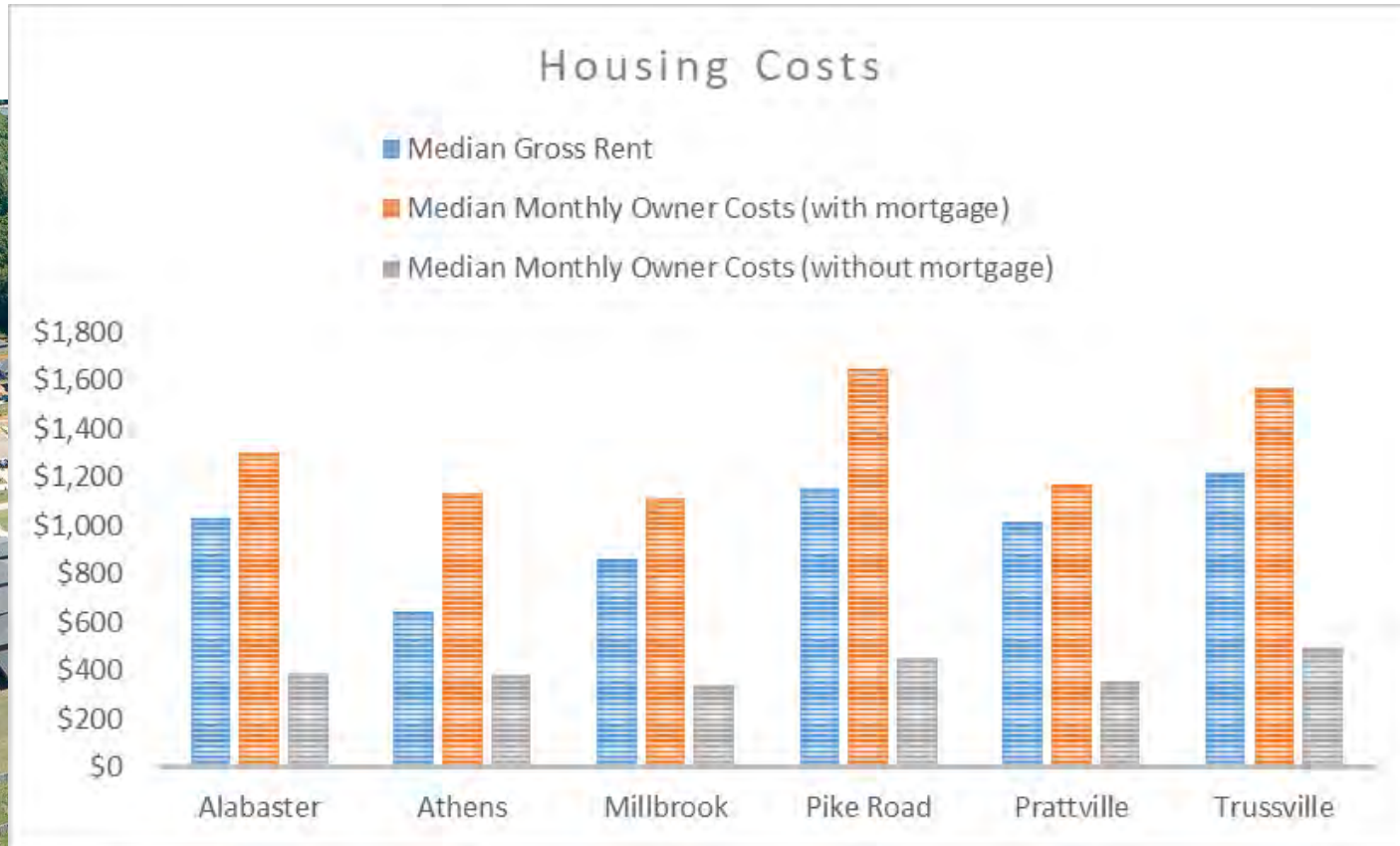
Vacancy rate is on par with other communities.

# HOUSING TENURE



Prattville has similar owned-rental ratio as US.

# HOUSING COSTS

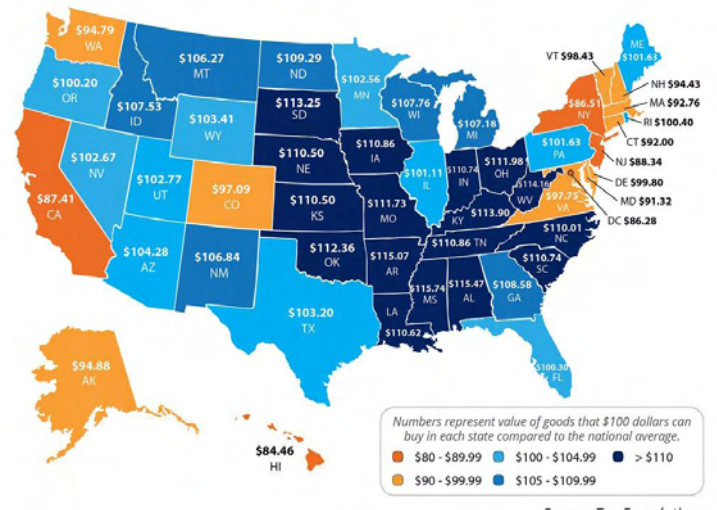


Rental costs are similar to monthly mortgage costs.

# COST OF LIVING

Cost of Living Index	
Prattville	85.8
Alabaster	87.3
Athens	81.8
Millbrook	85.2
Pike Road	83.9
Trussville	89.2

Low Cost of Living		High Cost of Living	
Mississippi	\$115.74	Hawaii	\$84.46
Alabama	\$115.47	Washington, DC	\$86.28
Arkansas	\$115.07	New York	\$86.51
West Virginia	\$114.16	California	\$87.41
Kentucky	\$113.90	New Jersey	\$88.34



Prattville is an affordable place to live.



# EDUCATION

(2018 est.)	More than High School	Bachelor's or Higher Degree
Prattville	59.8%	30.7%
Alabaster	66.2%	34.7%
Athens	56.2%	27.0%
Millbrook	61.8%	26.8%
Pike Road	82.2%	57.1%
Trussville	72.8%	40.4%



Education level same as US average.

# EMPLOYMENT

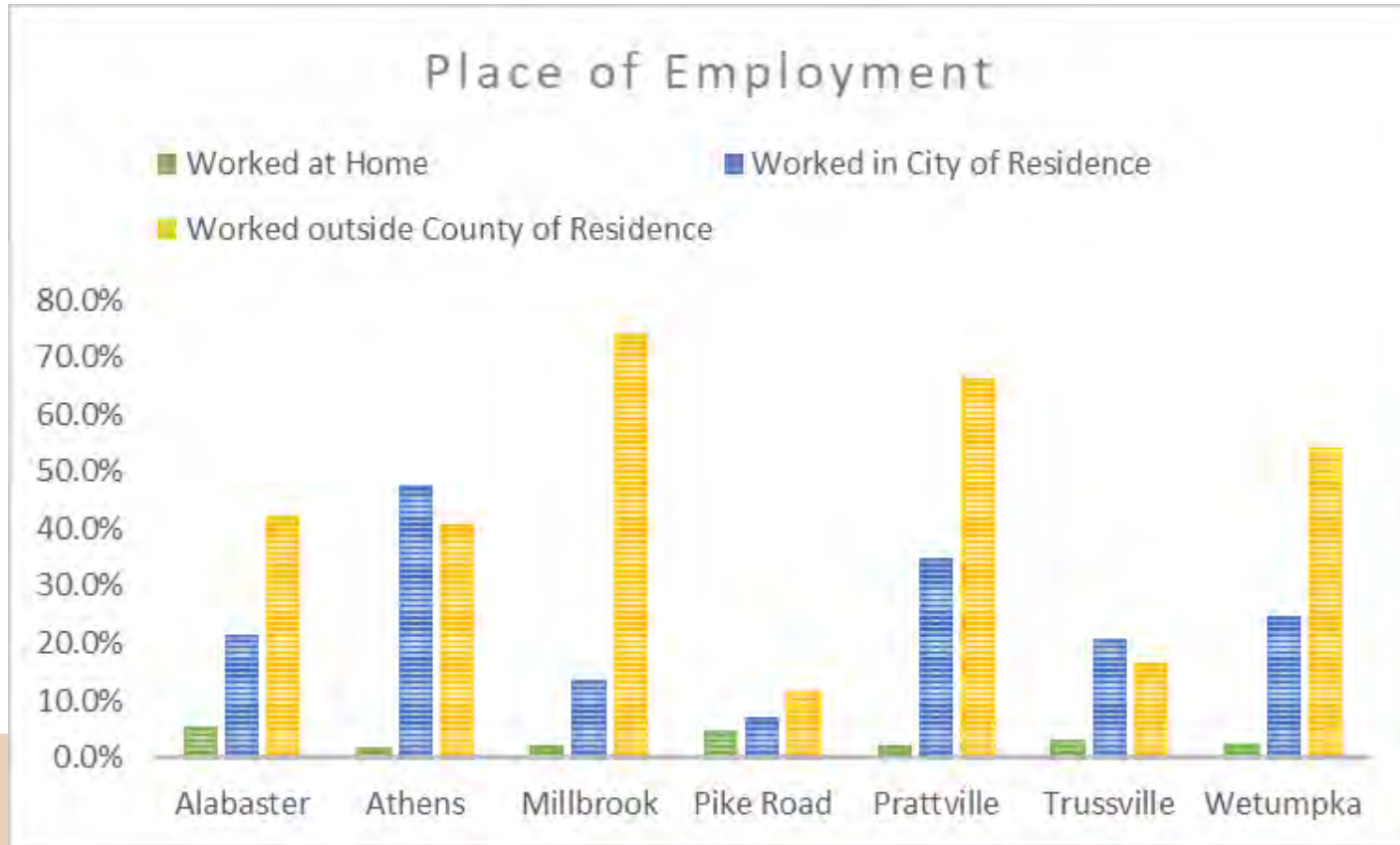
## TOP INDUSTRIES

% population 16 yrs + (2017 est.)

Education, healthcare + social services	19.6%
Manufacturing	11.8%
Public administration	11.7%
Arts, entertainment, recreation, lodging & food service	10.6%
Professional, scientific, management, administrative	9.6%
Retail	8.8%



# WHERE PEOPLE WORK



Average commute is about 22.5 minutes.



# UNEMPLOYMENT

2019 Estimate	
Prattville	5.2%
Alabaster	4.0%
Athens	9.6%
Millbrook	3.7%
Pike Road	2.2%
Trussville	3.4%

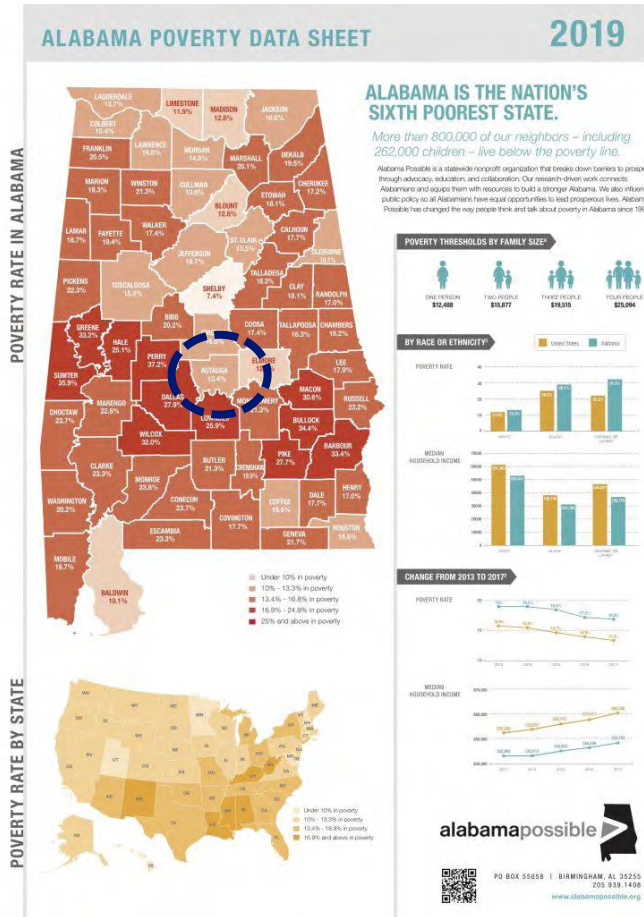


Unemployment rate dropped to 3% by March 2020.

# POVERTY

## Percent Below Poverty Level (2018 est.)

Prattville	15.0%
Alabaster	10.5%
Athens	14.7%
Millbrook	11.0%
Pike Road	3.9%
Trussville	5.2%



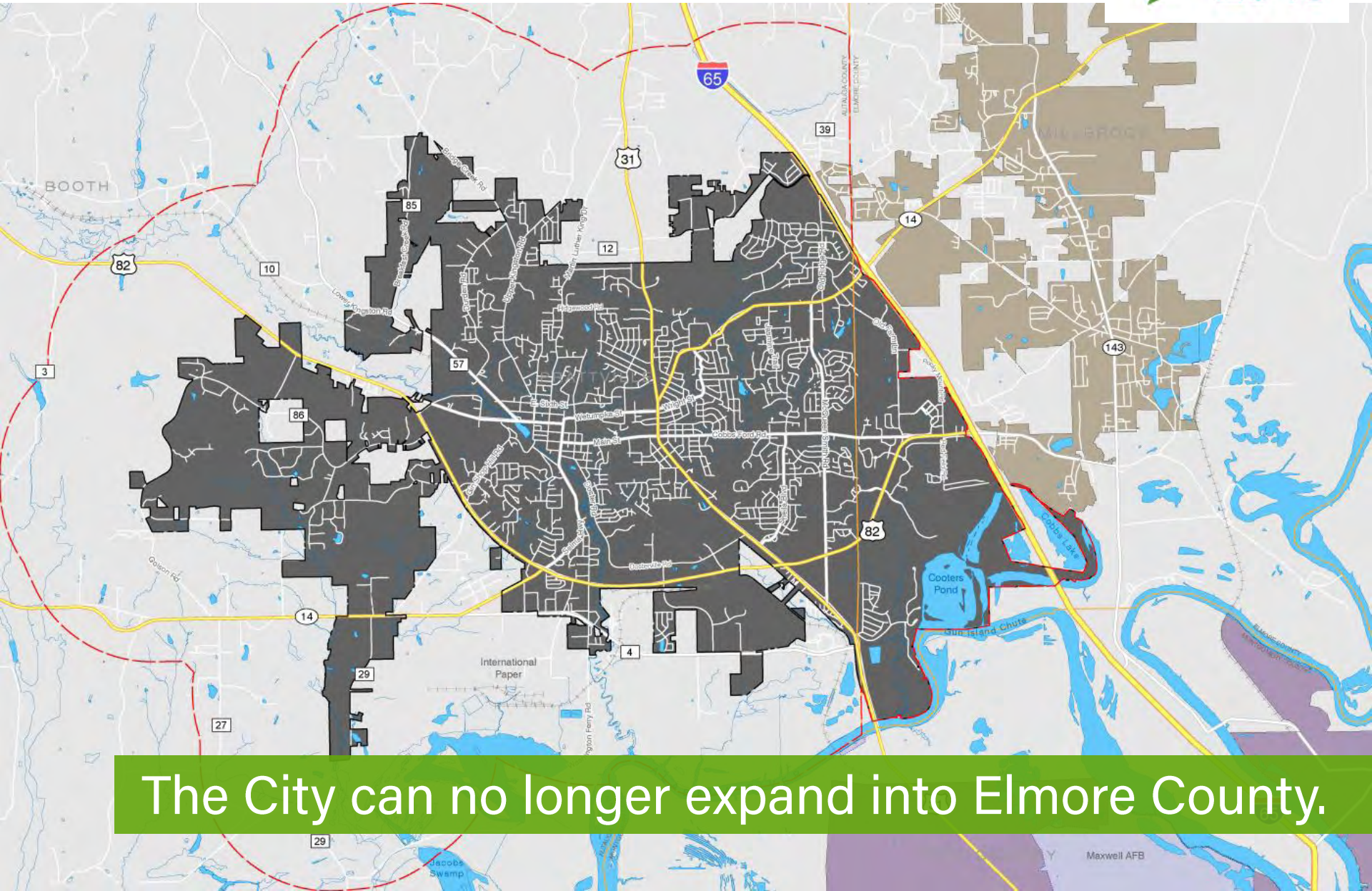
Prattville's poverty rate is relatively high.

# THE REGION



Prattville is well-situated and accessible.

# CITY STRUCTURE



The City can no longer expand into Elmore County.

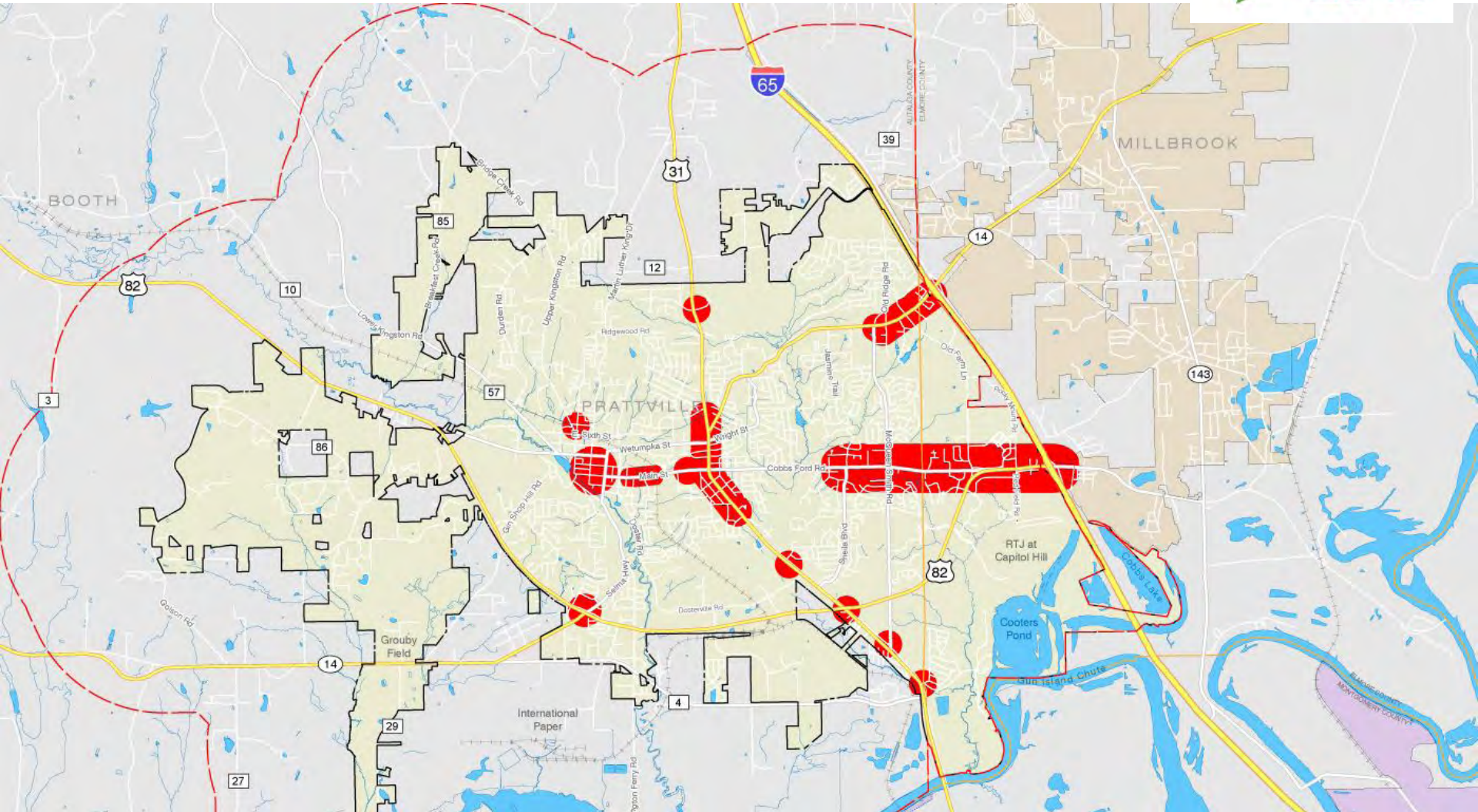
# HYDROLOGY



Prattville has abundant natural amenities.

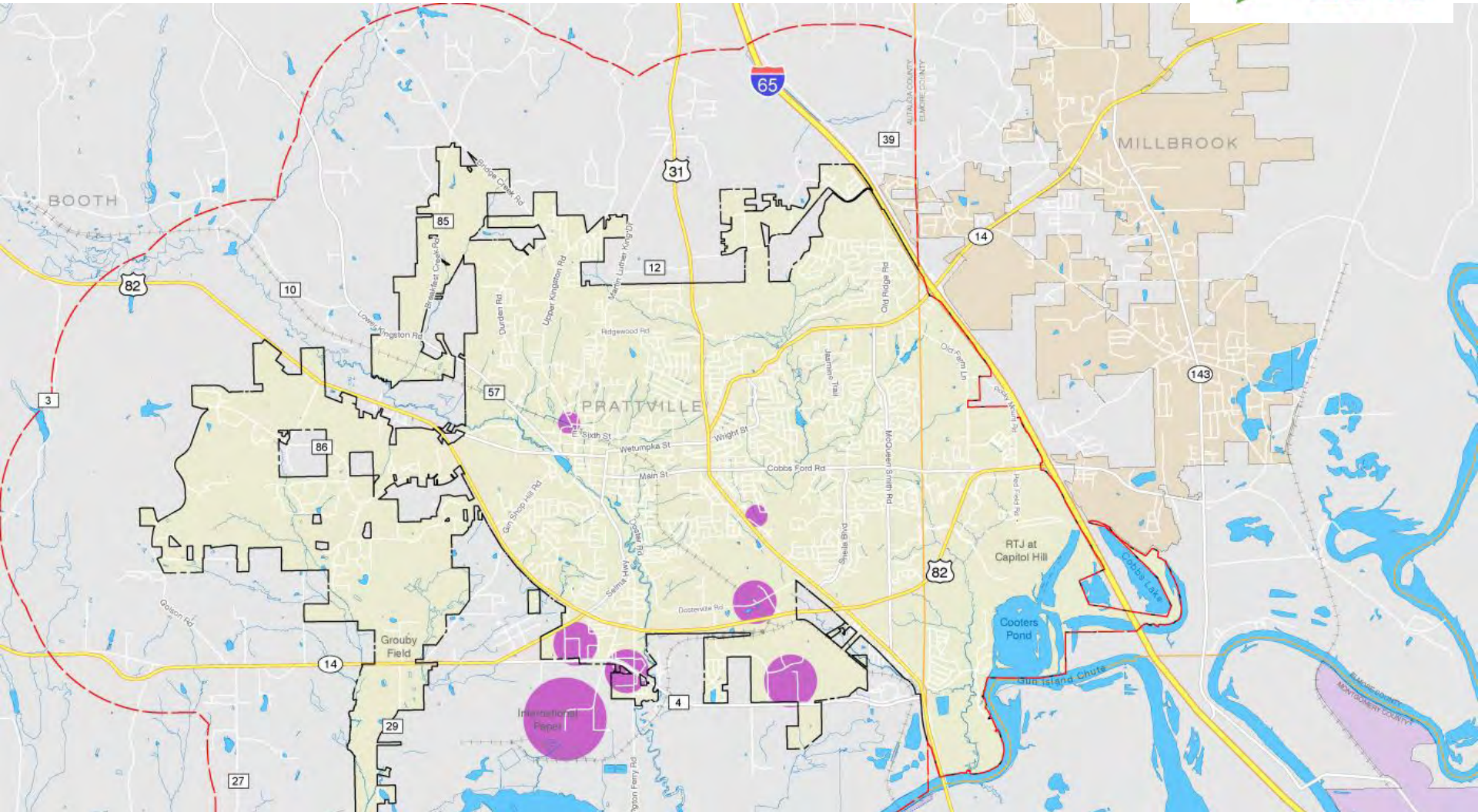


# COMMERCE



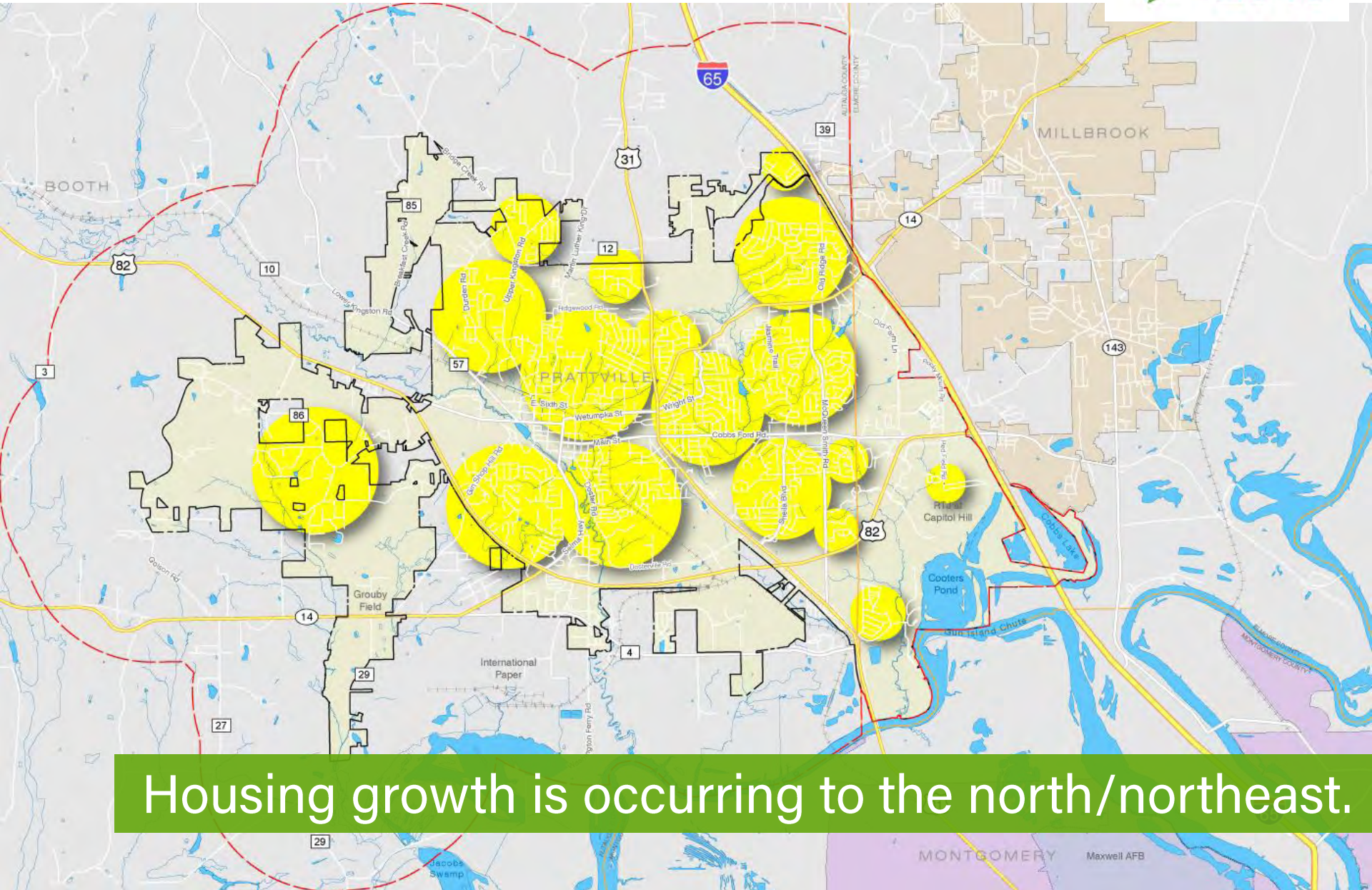
High Point Town Center is still filling in.

# INDUSTRY



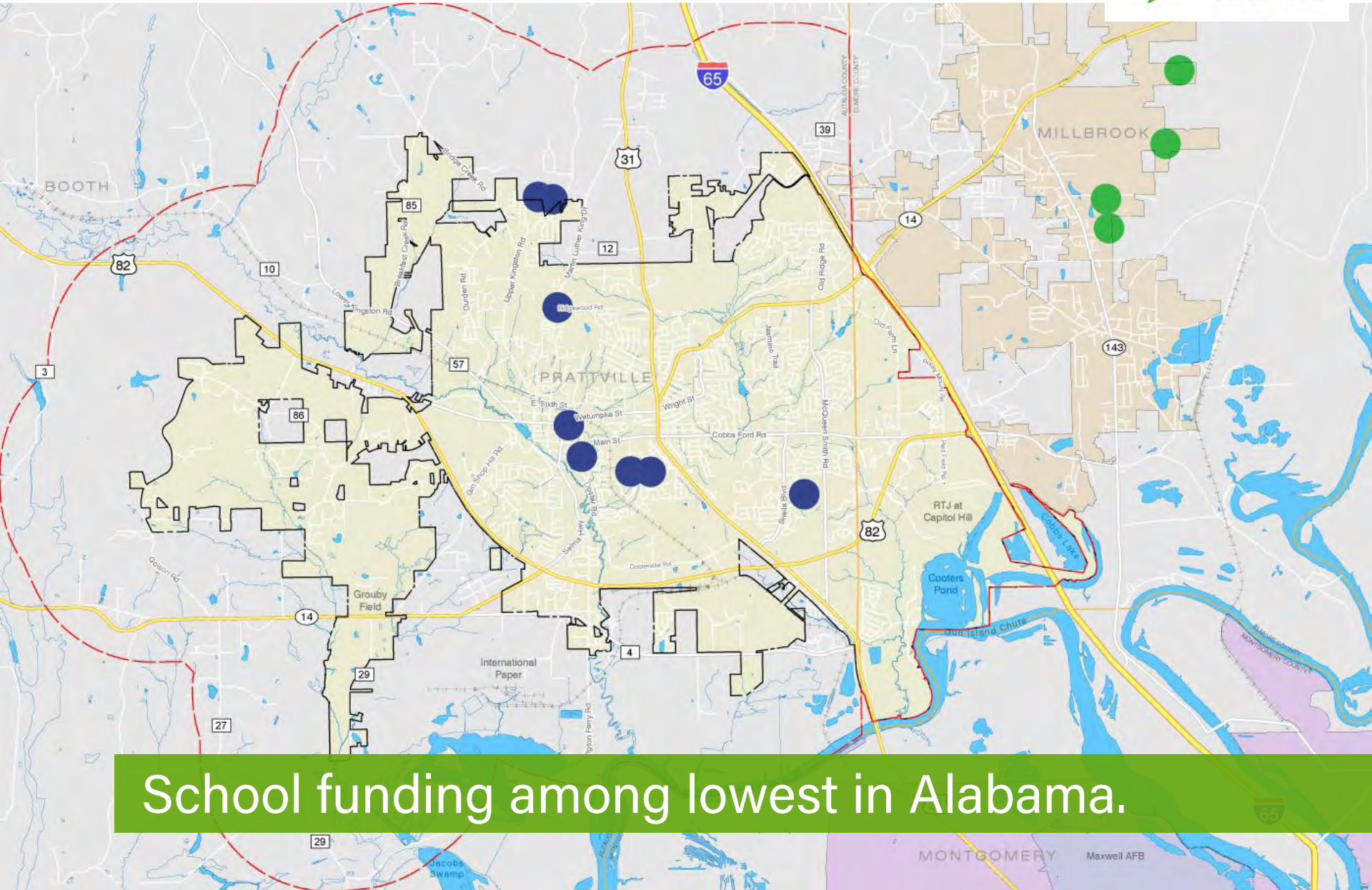
Industry is growing, but there is room for more.

# HOUSING



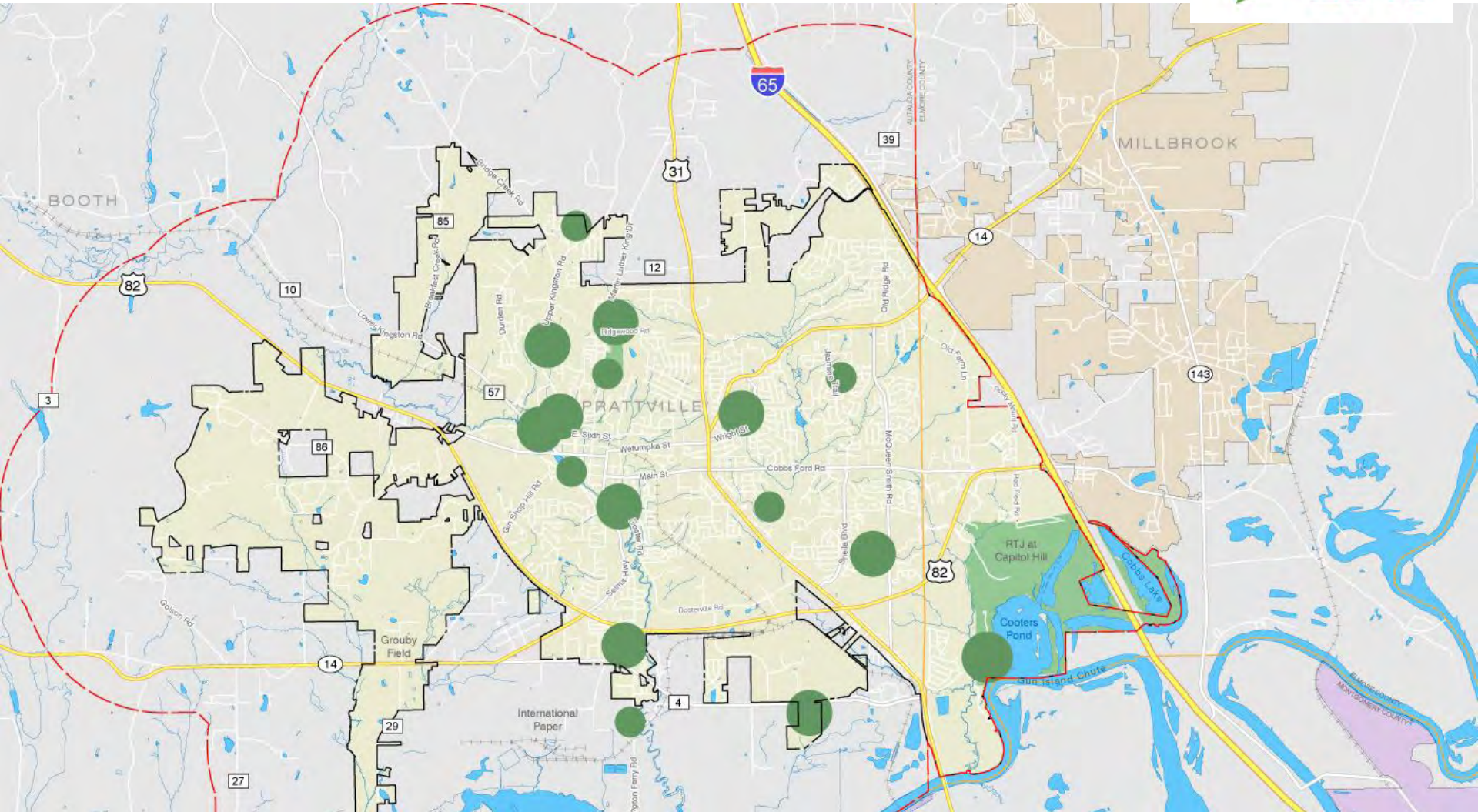
Housing growth is occurring to the north/northeast.

# SCHOOLS



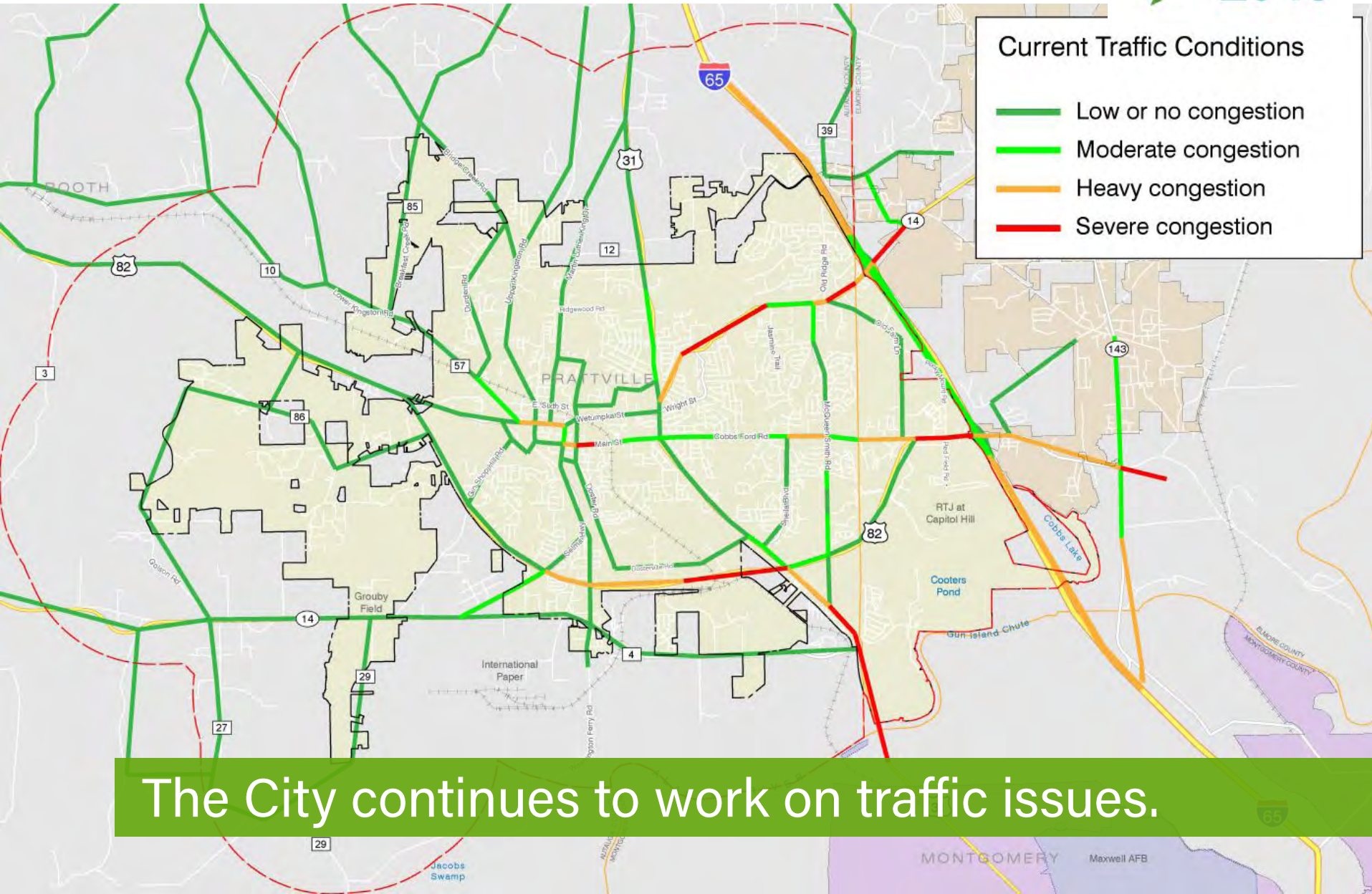
School funding among lowest in Alabama.

# PARKS



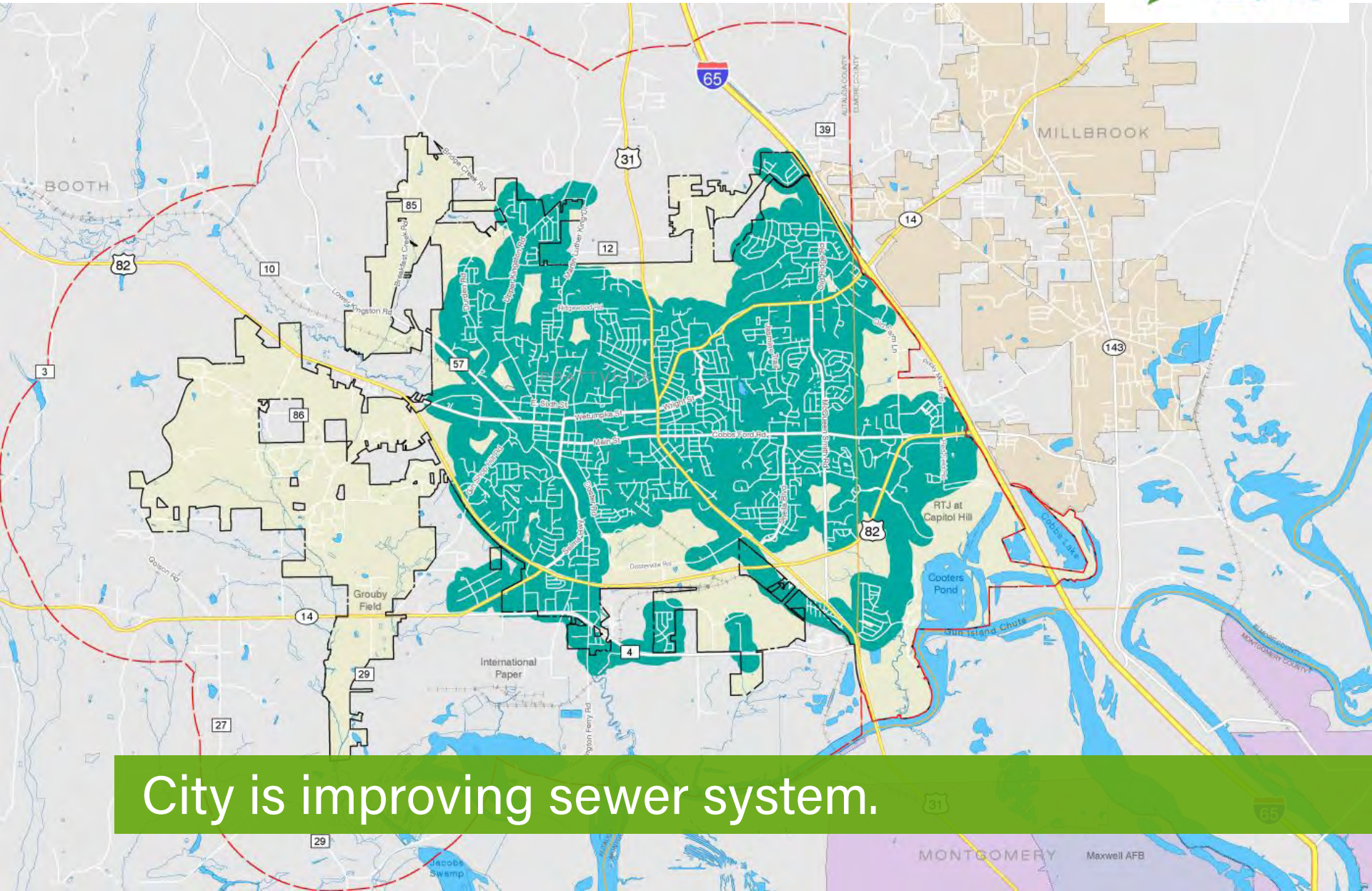
Parks are concentrated mostly on west side of city.

# STREET NETWORK



The City continues to work on traffic issues.

# SEWER SYSTEM



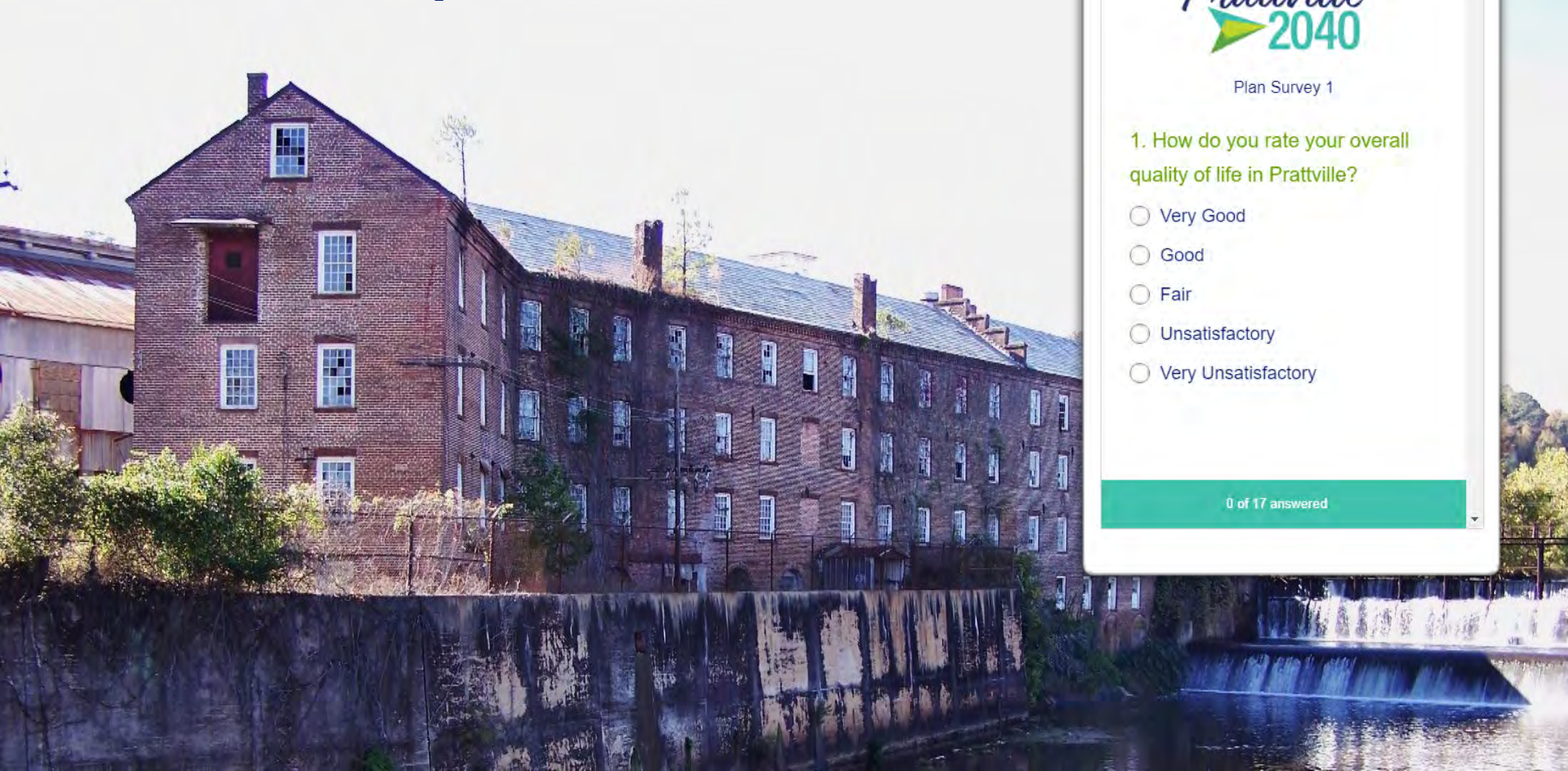
City is improving sewer system.

# SURVEY #1



[surveymonkey.com/r/PrattvillePlanSurvey1](https://surveymonkey.com/r/PrattvillePlanSurvey1)

422 responses to date

A screenshot of a survey interface on a tablet. At the top is the "Project Prattville 2040" logo. Below it is the title "Plan Survey 1". The main question is "1. How do you rate your overall quality of life in Prattville?". There are five radio button options: "Very Good", "Good", "Fair", "Unsatisfactory", and "Very Unsatisfactory". At the bottom, a green bar indicates "0 of 17 answered".

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# SURVEY #1 RESULTS



91% rate life in Prattville as "good" or "very good"

# SURVEY #1 RESULTS



63% say life in Prattville has “improved” or  
“somewhat improved”

# SURVEY #1 RESULTS

## Improving quality of life:

- Access to goods + services (64%)
- Sense of community (63%)
- Safety (51%)
- Cost of living (45%)
- Parks and recreation (45%)



# SURVEY #1 RESULTS

## Limiting quality of life:

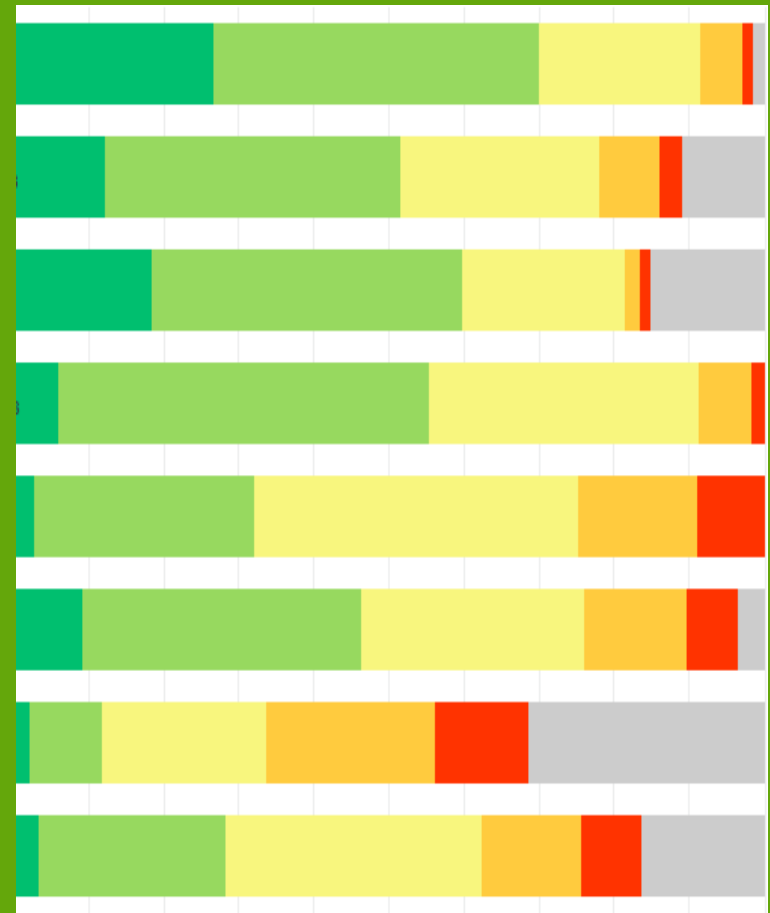
- Traffic (55%)
- Schools (27%)
- Cost of Living (21%)
- Arts and Culture (18%)
- Economic Opportunity (17%)



# SURVEY #1 RESULTS

## Public Facilities and Services

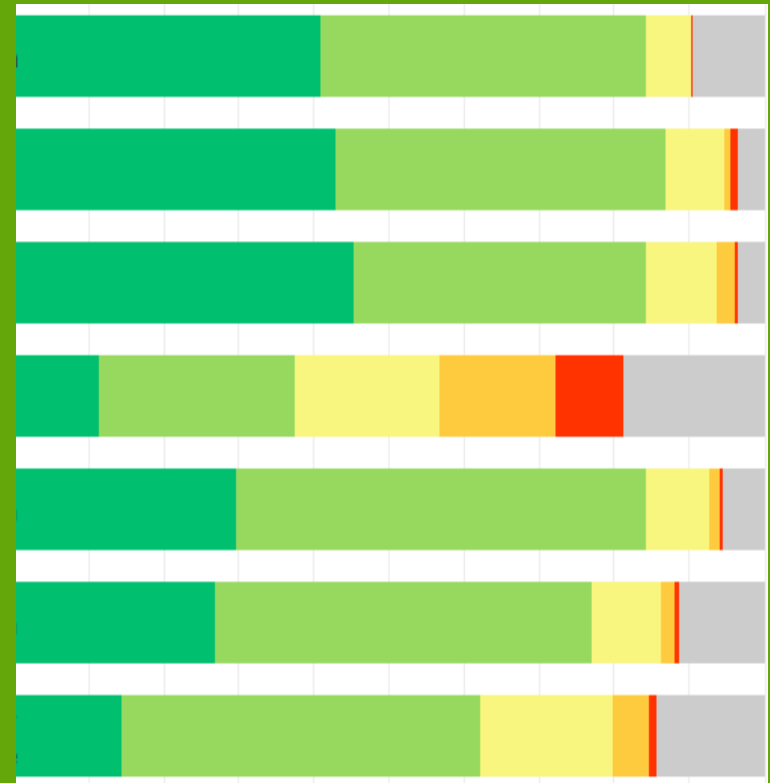
- Parks and recreation
- Public schools
- Library
- Road conditions
- Traffic flow
- Pedestrian facilities
- Bicycle facilities
- Planning and zoning



# SURVEY #1 RESULTS

## Public Facilities and Services

- Fire protection
- Police protection
- Garbage collection
- Recycling
- Water system
- Sewer system
- Stormwater drainage



# SURVEY #1 RESULTS



## Top Issues for the Future

- Public Schools (70%)
- Public Safety (45%)
- Business Development (29%)
- Parks and Recreation (25%)
- Downtown Revitalization (25%)
- Industrial and Workforce Development (24%)

# SURVEY #1 RESULTS

What would have the most positive, long-term impact on Prattville?





# SURVEY #1 RESULTS



# VISIONING



Let's talk out about your visions for Prattville



# VISIONING

Stay on topic

Be concise



# VISIONING



For those joining on Zoom:

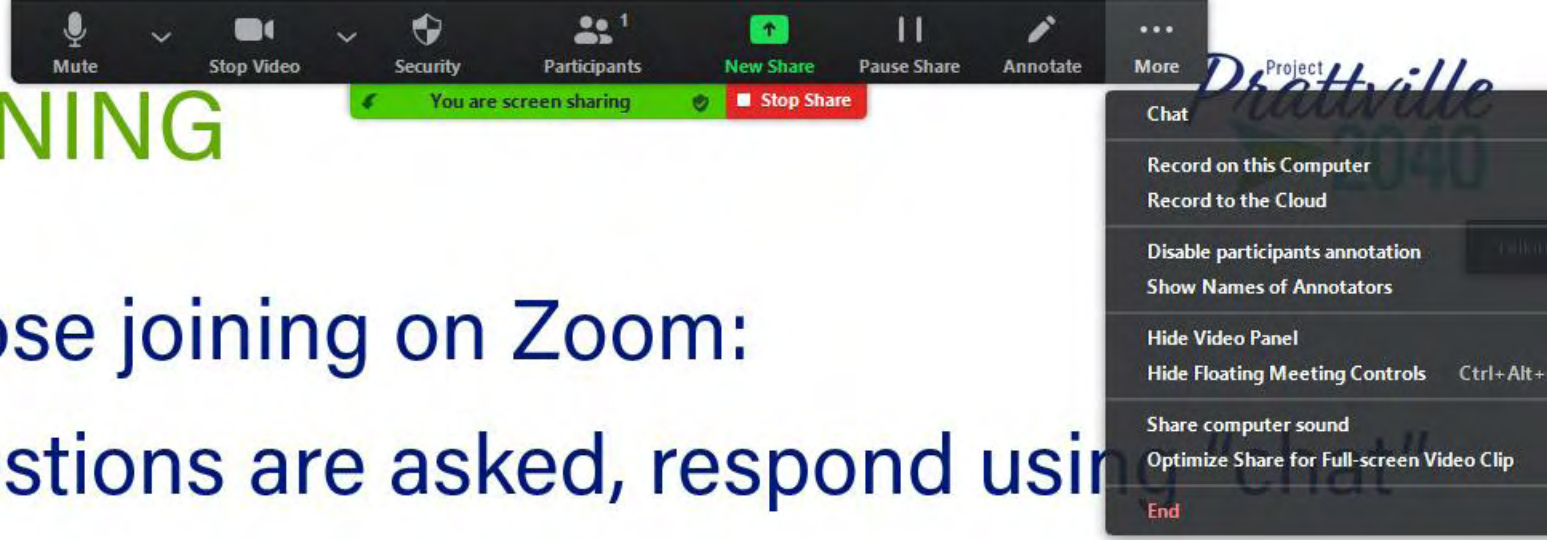
As questions are asked, respond using “chat”



# VISIONING

For those joining on Zoom:

As questions are asked, respond using



# ASSETS

Conditions in Prattville that meet or exceed your own personal standards...



# ASSETS

Conditions in Prattville that meet or exceed your own personal standards...



ZOOM: Include "ASSETS" before your chat response

# ASSETS





# ISSUES

Conditions in Prattville that are not up to your own personal standards...



ZOOM: Include "ISSUES" before your chat response

# ISSUES



# OUTSIDE FORCES

Outside conditions, trends or changes that may affect Prattville in the future, for better or for worse...



ZOOM: Include "FORCES" before your chat response

# OUTSIDE FORCES



# SACRED

What is “sacred” to Prattville – things we’d better not suggest that you get rid of or change too much



ZOOM: Include “SACRED” before your chat response

SACRED



# VISION

Take a moment to consider your own personal vision for Prattville... the way you would like it to be in 15-20 years.



# WHAT'S MISSING

Name one thing missing today from your vision for Prattville.



ZOOM: Include "VISION" before your chat response



# WHAT'S MISSING



VISION



THE  
**WOW**  
QUESTION

ZOOM: Include "WOW" before your chat response

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