



VISION
GOALS
GROWTH
SESSION SUMMARY

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INTRODUCTION

On July 27, 2020 the City of Prattville hosted a public planning session at the Doster Memorial Community Center. As with the June visioning workshop, the live session was “broadcast” online to allow those unable to attend the meeting in person to contribute virtually in real time to the discussion. The planning team gave an overview of the input from the June meeting and the final results of Plan Survey #1. The planning team recommended five categories under which plan goals should be developed and asked attendees to suggest objectives for each category.

The following is a summary of the community’s recommendations for strategies and actions the City should pursue to make improvements over time within each of the goal categories:

EDUCATION

PreK-12 schools, higher education, workforce development

- Quality education – yes, expand pre-K to all kids, but the quality of our graduates needs to be improved; County responsibility
- Adequate funding for K-12
- Trade school – junior college with full course offerings for high school students and citizens in need of vocational/basic college courses; apprenticeships, tuition assistance, partnership with industry
- Increase funding
- Encourage more pre-K programs and participation
- Work to help strengthen our public schools (K-12) by demonstrating leadership and investment and doing so no matter the structure (city or existing county system)
- Additional high school OR city school system
- Make education a line item in the city budget, these dollars can be earmarked to be spent inside the city limits
- Secure CACC; help them build the campus before they leave for Millbrook
- Expand the opportunities of the vocational center to offer more to students as city grows, and even offer evening classes for students and adult residents
- Fairness to all educators and students
- Classes to train students to operate heavy equipment, plumbing, welding, HVAC
- Strengthen the tax base to provide money to create an equitable, improved school system. Establish a state-of-the-art technical school with an emphasis on car manufacturing
- County Commission to take more ownership over Board of Education and school system; County to raise taxes
- Increase funding to provide more programs, to include extracurricular activities and the necessary venues to support them
- Needs additional high school to address overcrowding. Because I know the Lions are sacred, I would offer intramural sports that could be managed to allow students from both.
- Begin public relations campaign to encourage citizens to support a tax increase for the county school system. Limit development until schools can catch up.
- Re-examine trade school options focused at opportunities for growth of businesses. Provide alternative choices to college for young citizens to increase employable base.

ECONOMY

Business, industry, downtown, tourism

- Expand Creekwalk all the way along the creek (tourism)
- Downtown parking deck
- Bring in large industries to keep citizens employed in Prattville with careers (versus driving to Montgomery)
- Viable developments at Exit 186 – I-65; the healthier the county, the better off all citizens of Prattville and Autauga County will be
- Developing more restaurants for dining-in atmospheres, especially making downtown area an evening destination
- Balance rules and expectations for new businesses with common sense so as not to be overly restrictive and discourage business/builders from choosing Prattville
- Continue to recruit industry for our community and work with partner county on their efforts as well in developing their opportunities
- Work on redevelopment of Highway 31 corridor and Exit 186
- Any economic developer understands that proximity to the interstate is key. We must develop Highway 31 north. Why would we not want a third exit that helps our county as well?
- Bring more businesses up, more jobs, fair treatment of small businesses
- Drive-in movies, tur buses for the city, downtown entertainment
- Have local leadership work together! Get rid of egos! Work for the common good and quit looking backwards, tired of blame game.
- Encourage build-up of Exit 186
- Finalize South Industrial Park, industrial development and manufacturing
- Continued development and improvement of downtown
- Chamber Economic Development team to focus on filling High Point shopping center
- High Point needs to be filled
- Recreation Center, Water Park
- Fill the empty buildings within the county.
- Move forward with the Gin shop Revitalization Renovation Project.

RECREATION AND CULTURE

Parks, recreation, entertainment, arts and culture

- Expand creek walk
- Civic center to hold large events, graduations, etc.
- Support telling the story of industrialization in Alabama, i.e., the story of Daniel Pratt
- Large venue for civic and entertainment events
- Work towards updating/constructing new sports facilities but carefully adding these without great debt
- Find ways to partner with YMCA on efforts to enhance youth sports program and facilities and not compete for interests or resources
- Need public restrooms on Creekwalk ASAP!
- Bring all the parks up to par, so it can be one Prattville [and] every part of Prattville feel special and good about the community
- Civic center, community involvement
- I would like to see Prattville become a sports tourism destination like Foley, off ramp 186
- Need an auditorium
- Entertainment that attracts diversity and the younger community
- Soccer complex (growing participation)
- New theater for performances
- Indoor multi-sport facility
- Build a civic center large enough to host local activities
- Develop trail systems along various creeks that has been discussed for several years.
- Construction of single facility to house a library, museum, interpretive center, and visitor's center.
- Take the already existing Bamboo Park into consideration for development into the natural resources available through advancing its interest and visibility.
- Require green space/parks in new residential developments.

INFRASTRUCTURE

Vehicular, pedestrian and bicycle mobility, water, sewer, telecommunications

- Sidewalks, bicycle lanes, golf cart lanes
- Re-do Sixth Street from bottom up; paving projects to fix potholes
- Northern bypass to open development of north/west section of city and county
- Better traffic movement from west to east and vice versa
- More pedestrian and bicycling opportunities
- Widen, ad, re-surface roads while making access to sewer/lateral lines as easy as possible
- Continued focus on transportation development and on roads and sidewalks
- Annex 31 North to I-65
- Get rid of septic tanks inside the City
- Wastewater treatment plant north and west of Prattville, needs more wells for water
- Bike trails
- High speed internet as a citywide project to help schools and provide equity in the city
- Bicycle lanes
- More flow and correlation between traffic lights
- Widen McQueen Smith Road
- Pedestrian, sidewalk improvements downtown
- Continue four-laning roads/highways
- Broadband coverage more universal
- Continue building sidewalks
- Widening of key roads (McQueen Smith, Old Ridge, CO RD 4), possible By-pass.
- Hold the water board accountable for the quality of our water. They shouldn't be permitted to skip the submission of water quality reports without some local repercussions.
- Take steps to reduce/eliminate traffic throughways in residential areas

ENHANCEMENT

Community image, appearance, historic preservation, neighborhood revitalization

- Old Gin – figure out the hold-up and fix it
- Be more aggressive with dilapidated buildings; the empty buildings that belong to the [REDACTED] are horrible; the house owned by [REDACTED] horrible downtown
- Fill existing buildings before building new, ghost town
- Daniel Pratt museum
- Restrict excessive apartment additions
- Accentuate maximum development of Continental Gin property; make it special; it can be one of a kind, and Prattville has that opportunity
- Balance – encourage beautification and historic preservation without making rules a burden on residents
- Develop symbiotic relationship with Chamber of Commerce and work in sync with tourism and all efforts to build up our community
- Need brown historic district signage on I-65
- Making residents clean yards of debris, junk cars, etc. Appearance of neighborhood could increase sales of property in that area and others, STRICTLY ENFORCED!
- Make -Prattville as place all citizens can be proud of
- Keep the police department involved within all communities
- Work with small business within the city first
- Have a standard of care in historic district
- Deal with abandoned homes
- Infill, recycling old building
- Update memorial
- Coordination of all city activities
- Revisit code enforcement to balance neighborhood community consistency
- Enforce ordinances to prevent neighborhood decline and hold businesses accountable for the appearance and condition of their property as well

GROWTH STRATEGY

Following the discussion of goals and objectives, the planning team presented preliminary recommendations to guide the physical development and improvement of the city, including the following components and principles:

Community Image - gateways, major corridors, legibility, wayfinding

- Invest strategically, assure public investments along major “image” corridors and at city gateways project a positive image
- Encourage high-quality, coordinated development and regular maintenance along image corridors and gateways
- Make the city “legible” - physically and visually easy to understand and navigate

Activity Centers – downtown, business hubs and corridors, industrial areas

- Concentrate business and industrial activity into coordinated hubs, rather than linearly along major roads
- Support intensive business activity with complete, interconnected streets
- Enable development of small-scale neighborhood-compatible activity centers

Infrastructure - vehicular, pedestrian, bicycle, water, sewer, telecommunications

- Coordinate development with existing and planned infrastructure
- Invest in pedestrian and bicycle facilities to optimize safety and mobility in strategic locations
- Optimize telecommunications infrastructure and services for economic and residential

Green Infrastructure - river, creeks, steep slopes, stormwater, habitat

- Protect environmental features from negative impacts of development
- Take advantage of the city’s green infrastructure for stormwater management, recreation and tourism
- Encourage low-impact development techniques to enhance the built and natural environment

Neighborhoods - housing, revitalization, aging in place, design

- Provide a range of housing options appropriate to different ages and household types
- Direct new housing investment and reinvestment in “close-in” neighborhoods and underdeveloped areas
- Design neighborhoods to meet the specific needs of children and older residents