



COLLIERVILLE 2040 LAND USE PLAN UPDATE

APPENDICES

Traditional Neighborhood Character Study with a Neighborhood Center Commercial Node



Aldi's is appropriate in a Neighborhood Center



A mixed use building in Neighborhood Center



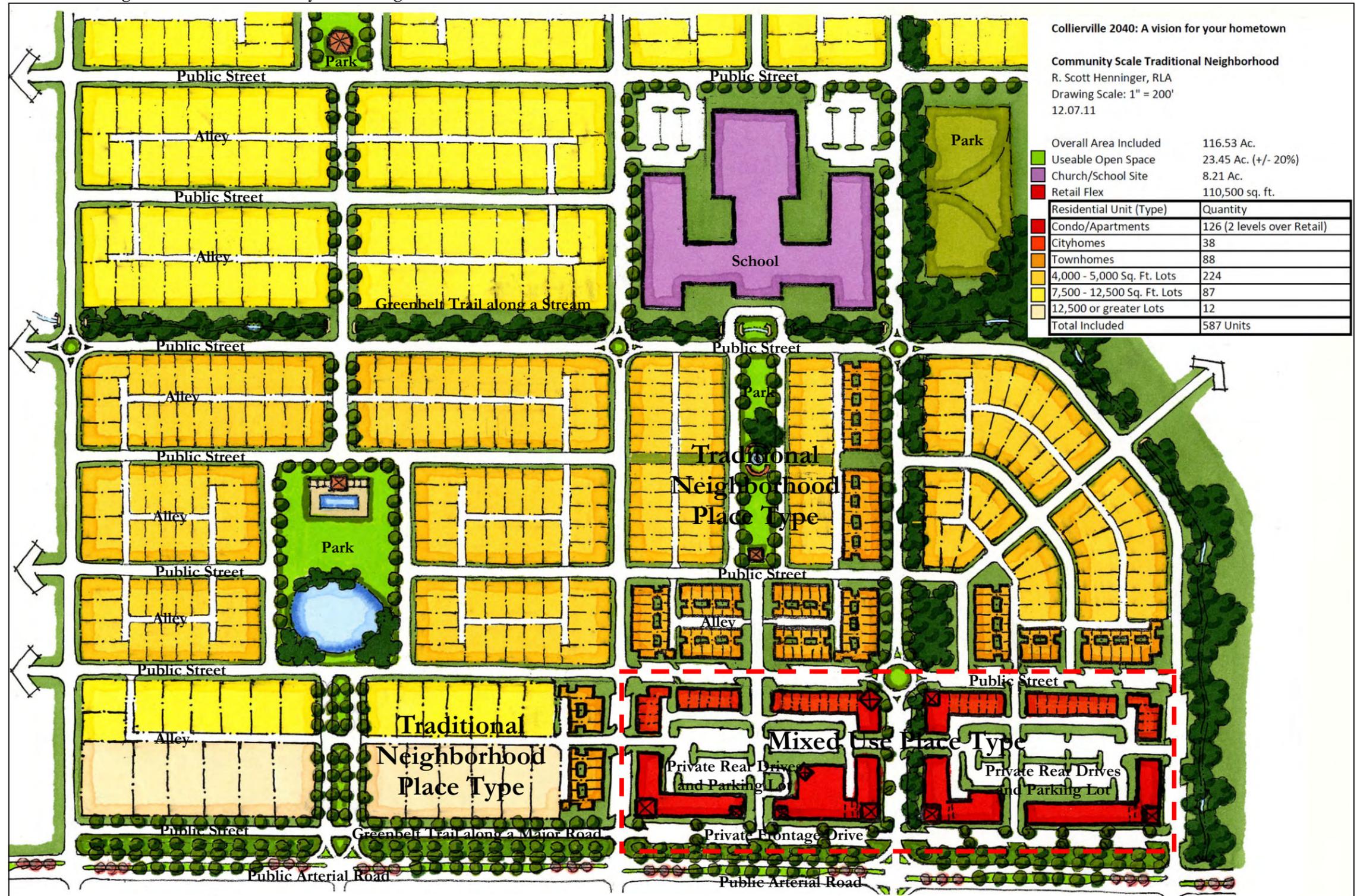
Townhouses in a Traditional Neighborhood



A school sensitive to surrounding neighborhood



Single family homes in a Traditional Neighborhood



This is a hypothetical example of a Traditional Neighborhood and Mixed Use Place Type located at an intersection along a major arterial road is designed to incorporate natural features such as tree lines, streams, and ponds. The neighborhood is anchored by a school and a Neighborhood Center with 90,000 sf of gross floor area designed in a form sensitive to the neighborhood. A Neighborhood Center generally contains a small grocery or pharmacy as its primary tenant with adjoining smaller specialty tenants and typically serves up to a 5 mile trade area. Use architecturally compatible rear loaded townhouses and various forms of open space serve to seamlessly transition use between mixed use buildings and single family detached homes.

Traditional Neighborhood Character Study with a Convenience Center Commercial Node



Mixed use architecture of appropriate scale



A rural small scale corner or general store



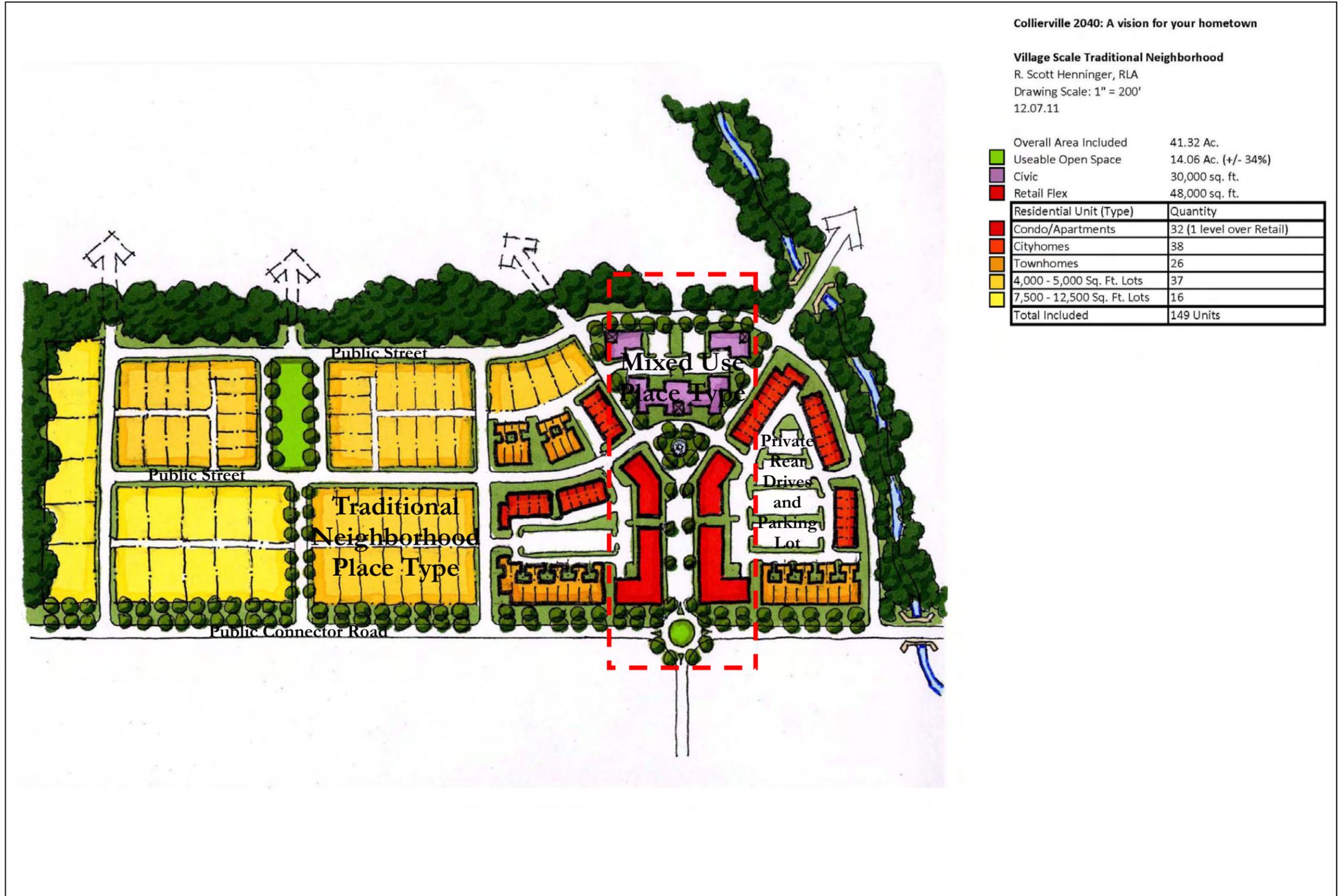
Townhouses in a Traditional Neighborhood



Single family homes in a Traditional Neighborhood



Neighborhood parks or civic space is appropriate



This is a hypothetical example of a Traditional Neighborhood and Mixed Use Place Type located at the intersection of two connector roads and is designed to incorporate natural features such as tree lines and streams. The neighborhood is anchored by civic buildings and a Convenience Center with about 30,000 sf of gross floor area designed in a form sensitive to the neighborhood. A Neighborhood Center generally contains a convenience market or small pharmacy as its primary tenant with adjoining smaller specialty tenants and typically serves up to a 1.5 mile trade area. Use architecturally compatible rear loaded townhouses and various forms of open space serve to seamlessly transition use between mixed use buildings and single family detached homes.

SEASONAL STORE COMMERCIAL NODE



The River Market in Downtown Little Rock, AR



The thriving Memphis Farmers Market

◆ **Seasonal Store:** A produce stand, farmers market, or small store with up to 2,500 sf of gross floor area, generally located in an agricultural area fronting a road indicated on the Major Road Plan or at a designated location for a farmers market or produce vendors, used for seasonal recreation or farm sales, and serving up to a 12-mile trade area.

CORNER STORE COMMERCIAL NODE



A rural character corner or general store



A urban character corner store

◆ **Corner Store:** A café or general store with up to 3,000 sf of gross floor area in a form sensitive to neighborhood context, located at a corner where at least one street is shown on the Major Road Plan, often with the owner as a resident living above (live-work), and serving up to a 1-mile trade area.

CONVENIENCE CENTER COMMERCIAL NODE



Small scale retail at the entry to a neighborhood



Compatible with surrounding development

◆ **Convenience Center:** A center with 15,000-30,000 sf of gross floor area in a form sensitive to neighborhood context, usually containing a convenience market or drugstore as its primary tenant often with adjoining specialty tenants, generally located at a primary entry to a neighborhood or the intersection of public streets shown on the Major Road Plan, and serving up to a 1.5-mile trade area.

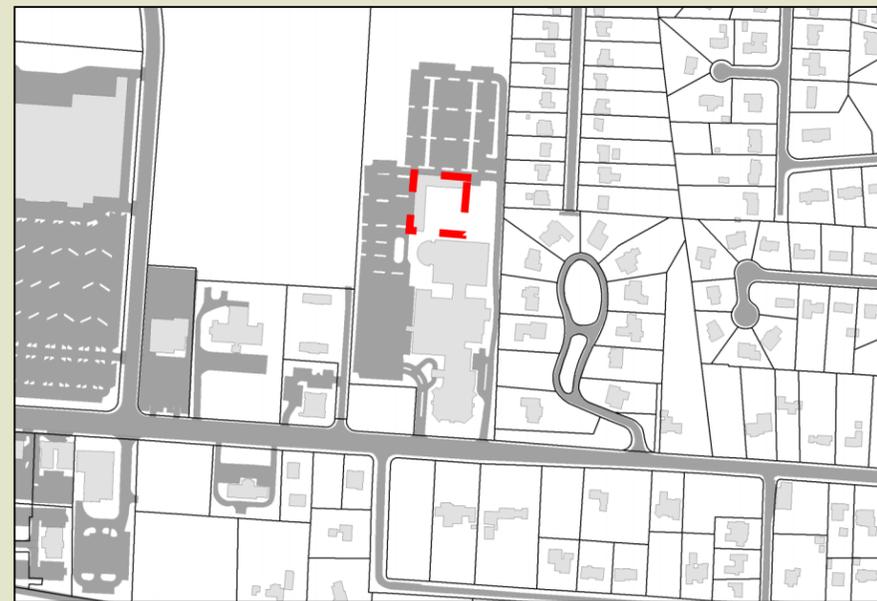
LOCAL EXAMPLE: COLLIERVILLE FARMERS MARKET



An opportunity to support local farmers



Structures that are often temporary



The Collierville Farmers Market is currently located at a church until a permanent location is found

LOCAL EXAMPLE: WALKER & SONS MARKET



Architecture in character with adjacent residential



This storefront should be more transparent



Walker & Sons Market is located near a major arterial road within the neighborhood it serves

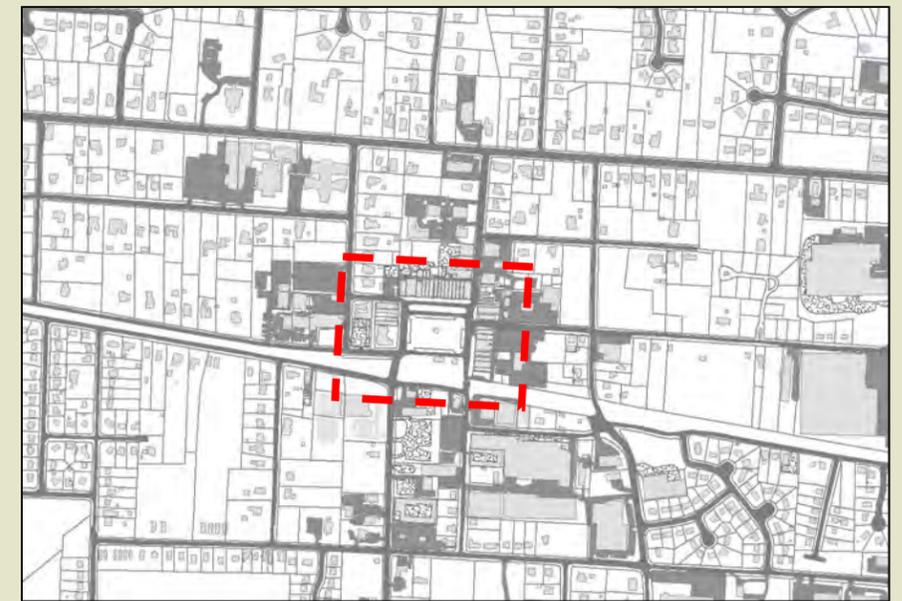
LOCAL EXAMPLE: COLLIERVILLE'S HISTORIC TOWN SQUARE



Buildings sensitive to neighborhood context



Small scale retail that is inviting to pedestrians



Collierville's Town Square is located along a major railroad typical of many historic towns

NEIGHBORHOOD CENTER COMMERCIAL NODE



A Neighborhood Center in Baldwin Park, FL



Grocery that blends well with neighborhood

◇ **Neighborhood Center:** A center with 20,000-90,000 sf of gross floor area in a form sensitive to neighborhood context, usually containing a grocery or major pharmacy as its primary tenant with adjoining smaller specialty tenants, generally located at the intersection of two roads shown on the Major Road Plan (e.g. an arterial street and collector street), and serving up to a 5-mile trade area.

COMMUNITY CENTER COMMERCIAL NODE



Southlake Town Square is anchored by Civic Use



Target at the Washingtonian, Gaithersburg, MD

◇ **Community Center:** A center with 80,000-150,000 sf of gross floor area, on up to 20 acres, containing a discount department store as its primary tenant with adjoining smaller specialty tenants, generally located at the intersection of two arterial streets shown on the Major Road Plan, and serving up to a 7-mile trade area.

Note:

Concentrating multiple community centers in one location often leads to congestion as demonstrated by Collierville's local examples near the intersection of Poplar Avenue and Byhalia Road.

REGIONAL CENTER COMMERCIAL NODE



Dillard's anchors Atlanta's Atlantic Station



Cinemas are often the entertainment anchor

◇ **Regional Center:** A center with 150,000-500,000 sf of gross floor area, often over 20 acres, usually containing one or more national department stores as its primary tenant, are generally located at the intersection of two major arterial streets (or at an interstate interchange) shown on the Major Road Plan, and serving up to a 15-mile trade area.

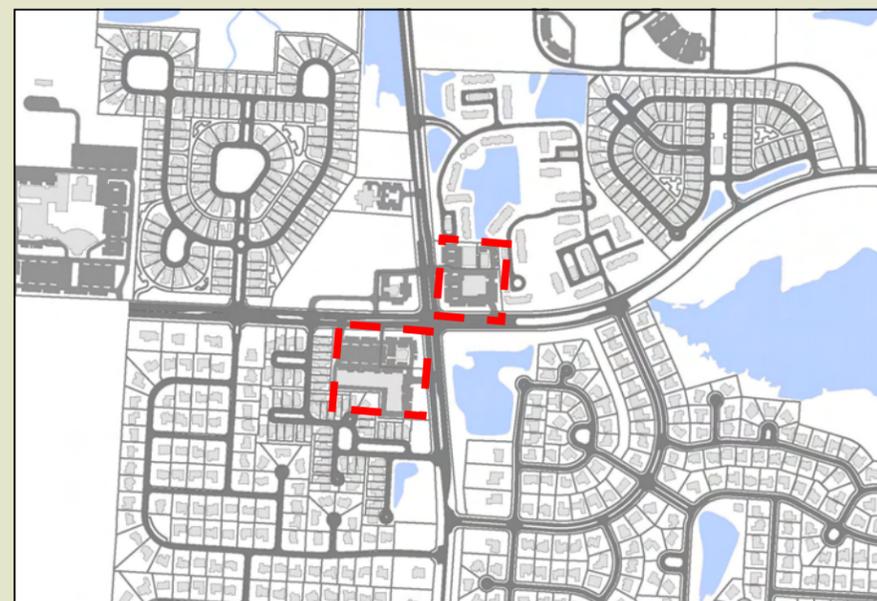
LOCAL EXAMPLE: ALMADALE CROSSING



Walgreens is the Neighborhood Center anchor



Retail that serves the surrounding community



Almadale Crossing is surrounded by the neighborhoods it services

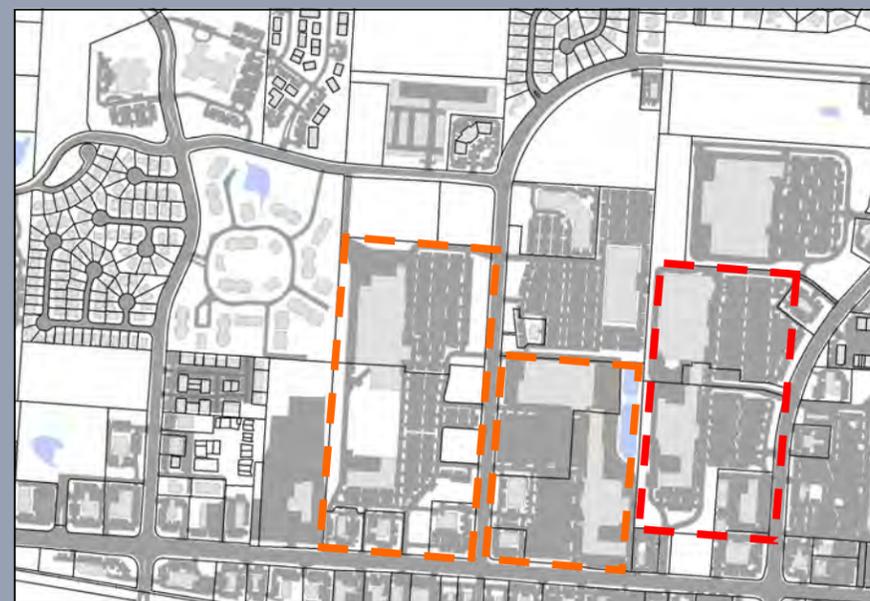
LOCAL EXAMPLE: COLLIERVILLE CROSSING



Target serves as the Community Center anchor



Community retail requiring a visible location



Collierville Crossing (red) is located in a concentration of Community Center Nodes (orange)

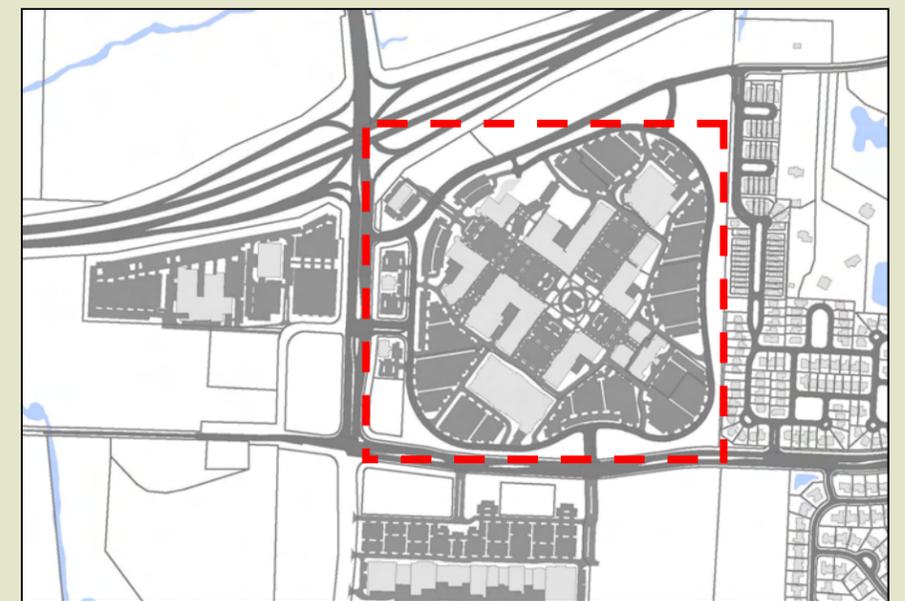
LOCAL EXAMPLE: CARRIAGE CROSSING



Specialty Retailers draw a wide regional clientele



Macy's and Dillard's are regional anchor stores



Carriage Crossing

COMMUNITY BUILD-OUT SCENARIO COMPARISON

The following is a comparison of the build-out estimates for two different growth scenarios: a “base” scenario and a “updated” scenario. The base scenario is taken from the future land use recommendations of the 2001 Land Use Plan, translated into “place types.” The updated scenario is based on the final version of the Future Land Use Plan Map (see Map 3-1) developed during the Collierville 2040 charrette meetings in September 2011 and subsequently refined by the Steering Committee before being adopted by the Planning Commission and Board of Mayor of Aldermen in March and April 2012, respectively. The updated scenario also reflects the Maximum Gross Residential Density Map (see Map 3-2).

The estimates were developed using CommunityViz, in conjunction with build-out estimates prepared for the Downtown and I-269 Small Areas, along with data gathered during the 2011 Land Use Inventory. A mix of local and national data was used to calculate the totals for each indicator below. A summary of the assumptions used to calculate build-out is included on this page. The same assumptions were used with both scenarios.

COMPARISON OF BASE AND HYBRID BUILD-OUT SCENARIOS		
INDICATOR	BASE SCENARIO	UPDATED SCENARIO
POPULATION	80,545	89,953
RESIDENTIAL DWELLINGS	28,239	31,494
RESIDENTIAL ENERGY USAGE (x million btu)	2,603,606	2,903,746
RESIDENTIAL WATER USAGE (gallons per day)	11,041,321	12,314,152
RESIDENTIAL SEWER DEMAND (gallons per day)	9,883,535	11,022,898
SCHOOL CHILDREN	15,223	17,001
VEHICLE TRIPS PER DAY	168,020	187,389
LABOR FORCE	31,662	35,360
COMMERCIAL FLOOR AREA (gross square feet)	15,964,075	17,591,906
COMMERCIAL JOBS	19,397	21,375
COMMERCIAL ENERGY USAGE (x thousand btu)	1,452,731	1,600,863
COMMERCIAL SEWER DEMAND (gallons per day)	2,394,611	2,638,786

SUMMARY OF ASSUMPTIONS	
INDICATOR	DESCRIPTION
POPULATION	Existing population (estimated at end of 2010), plus gain in population based upon net gain in residential dwellings for each scenario. Population per dwelling is based on Collierville average per the 2010 US Census.
RESIDENTIAL DWELLINGS	Existing dwellings, plus gain in dwellings based upon the net gain in residential dwellings for each scenario. A separate set of densities and site efficiencies were developed for each residential place type to calculate the number of dwellings.
SCHOOL CHILDREN	Number of school children represented as a percent of total population (18.9%). The percentage does not exclude children educated in private schools or home-schooled. Value is taken from US average per 2000 US Census.
LABOR FORCE	Number of jobholders represented as a percent of total population (39.31%). Value is from US average per private nonfarm employment per US Census (2005).
VEHICLE TRIPS PER DAY	Number of motorized trips taken for each residential dwelling per day, per average in US (5.95 per dwelling). Value is from Transportation Energy Data Book (2005), US Dept. of Energy.
RESIDENTIAL ENERGY USAGE	US average annual energy used by each residential building (92.2 million btu) from "Residential Energy Consumption Survey," Energy Information Administration (2001).
RESIDENTIAL WATER USAGE	US average daily water use by each dwelling unit (391 gallons) for all indoor and outdoor applications. Value is from "Estimated Use of Water in the United States in 2000," (Revised February, 2005) USGS Circular 1268, United States Geological Survey). Standard rates of demand are applied to all dwellings, regardless of type (e.g. detached, attached) and dwellings using wells are not deducted.
RESIDENTIAL SEWER DEMAND	Based upon daily sewer demand for each detached residential dwelling as used by Collierville Public Services (350 gallons). The demand estimates are based on the total number of dwellings. Standard rates of demand are applied to all dwellings, regardless of type (e.g. detached, attached) and septic-based dwellings are not deducted.
COMMERCIAL FLOOR AREA	Existing commercial floor area based on Shelby County Assessor’s data (2011) and Collierville Land Use Inventory (2011), plus net gain in commercial floor area for each scenario. A separate set of intensities (FAR) and site efficiencies were assumed for each non-residential place type, which were then used to estimate the total amount of floor area.
COMMERCIAL JOBS	US average amount of commercial floor area that equates to one job (1 job per 823 sq. ft.). Value is from "Commercial Buildings Energy Consumption Survey (1999)," Energy Information Administration.
COMMERCIAL ENERGY USAGE	US average annual energy used by each commercial building for all applications (91,000 btu per sq. ft.). Value is from "Commercial Buildings Energy Consumption Survey (2003)," Energy Information Administration, Office of Energy Markets and End Use.
COMMERCIAL SEWER DEMAND	Based upon daily sewer demand used by Collierville Public Services using building floor area (0.15 gallons per sq. ft). Does not include a separate calculation for industrial development, which is based on site area rather than floor area.