



COLLIERVILLE 2040 LAND USE PLAN UPDATE

CHAPTER II: COMMUNITY PROFILE

Introduction

For most of its history, Collierville has been a community that has been connected, but distinctly separate, from other communities in the region. First incorporated in 1850, Collierville gradually grew as an agricultural and trade center in the years following the Civil War. The Town developed as a center for hardwood lumber and became a regional dairy producer in the years prior to World War II in the 20th Century.

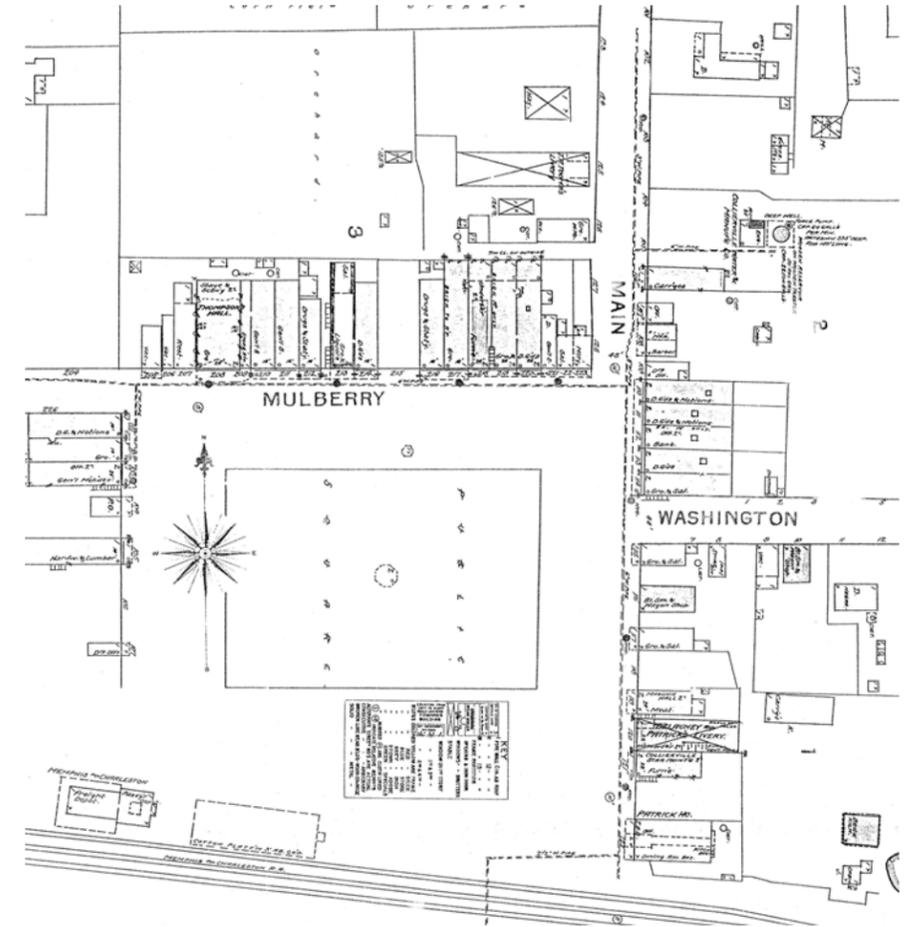
Following World War II, Collierville began to experience rapid growth as the Greater Memphis region expanded rapidly. The Town's population grew from 1,153 in 1950 to 2,020 in 1960. The Town's residential growth stimulated commercial and industrial development. In 1962, the Town's first shopping center outside of Downtown, known as City Center, was developed by the Boyle Investment Company. By the mid-1960's, Town officials initiated efforts to attract additional industries to the rapidly growing community. Industrial growth would occur at a rapid pace as well, with the Town's first industrial park acquired in 1974.* (*From the 1996 Comprehensive Plan; also see Chapter 4 of the Downtown Small Area Plan for a more detailed account of Collierville's past).

DEMOGRAPHICS AND TRENDS:

The table below (Table 2-1) illustrates how much Collierville has grown over the last several decades. By 2010, the Town's population had grown over four times since 1980, and Collierville absorbed approximately 40% of Shelby County's population growth since 2000.

Collierville's growth has consistently outpaced that of the county and the state for the last several decades. By 2012, regional, national, and global growth had slowed considerably compared to past years, but Collierville continues to grow, albeit at a slower pace than prior to the recession. For the years between 2000 and 2010, the town grew by approximately 37.9% compared to the 3.4% growth experienced county-wide and 11.5% growth across the state.

Table 2-2 compares the population and percentage change of population for all Shelby County municipalities from 1990 to 2010. The table indicates that the county's population is continuing to shift eastwards. The county's eastern-most municipalities (Arlington, Bartlett, Collierville, and Lakeland) have experienced rapid rates of growth during the last 20 years.



Collierville Town Square circa 1892

Table 2-1: Population of Collierville Since 1960

	1960	1970	1980	1990	2000	2010	10 YR CHANGE (2000-10)	30 YR CHANGE (1980-10)
Collierville	2,020	3,625	7,839	14,427	31,872	43,965	37.9%	460.8%
share of county population	0.32%	0.50%	1.01%	1.75%	3.55%	4.74%		
share of county growth		1.69%	7.65%	13.39%	24.52%	40.08%		
Shelby County	627,019	722,014	777,113	826,330	897,472	927,644	3.4%	19.4%
Tennessee	3,567,089	3,926,018	4,591,023	4,877,185	5,689,283	6,346,105	11.5%	38.2%

SOURCE: Bureau of Census

Table 2-2: Shelby County Population Trends (1990-2010)

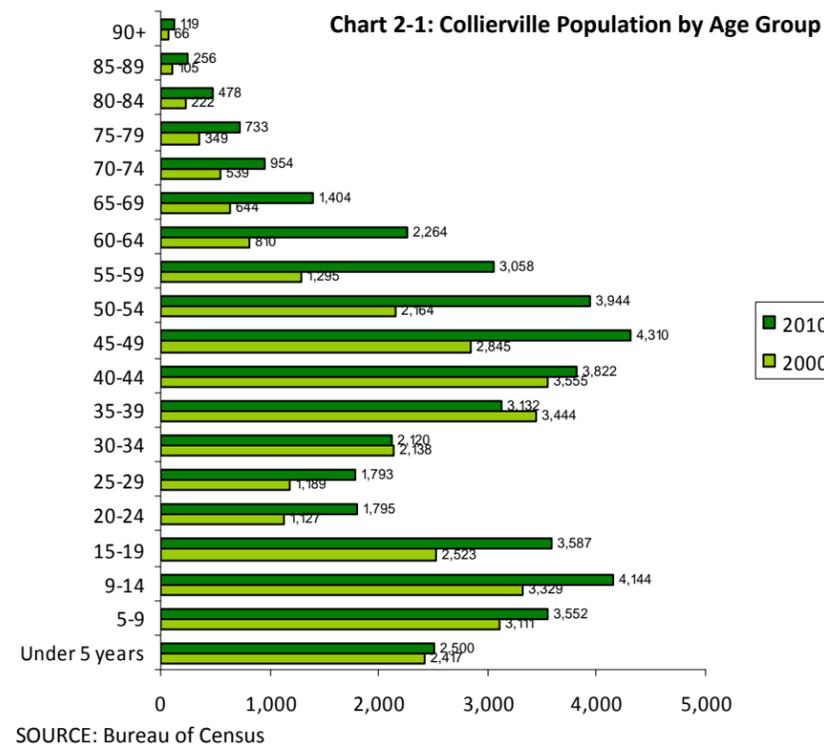
	1990	2000	2010	20 YR CHANGE (1990-10)
Arlington	1,541	2,569	11,517	647.4%
Bartlett	26,989	40,543	54,613	102.4%
Collierville	14,427	31,872	43,965	204.7%
Germantown	32,893	37,348	38,844	18.1%
Lakeland	1,204	6,862	12,430	932.4%
Memphis	610,337	650,100	646,889	6.0%
Millington	17,866	10,433	10,176	-43.0%
Shelby County	826,330	897,472	927,644	12.3%

SOURCE: Bureau of Census

In 2010, the median age of Collierville residents was 39.2, and the most populous age group was 45-49. The median age increased from the previous decennial Census in 2000 (35.2 to 39.2). While there were considerable gains in most age groups, Collierville experienced population loss in the age groups between 30-39 (see Chart 2-1).

	2000	2010	10 YR CHANGE (2000-10)
Arlington	35.6	32.2	-9.6%
Bartlett	36.6	40.4	10.4%
Collierville	35.2	39.2	11.4%
Germantown	41.3	45.7	10.7%
Lakeland	34.6	37.7	9.0%
Memphis	31.9	33.0	3.4%
Millington	32.1	37.4	16.5%
Shelby County	32.9	34.6	5.2%
Tennessee	35.9	38.0	5.8%
USA	35.3	35.8	1.4%

SOURCE: Bureau of Census



Residential Development Trends

For most of the last decade, residential development in Collierville remained strong, with a peak of 639 building permits issued for new homes in 2002. Over 500 permits were issued for new homes in 2004 and 2005. In the latter part of the decade, permits declined considerably. The drop in permits coincided with downturn in the regional and national economy. As indicated in Table 2-4, the number of permits can fluctuate from year to year, even in strong years.

While still below the rapid rate of activity experienced in the early and middle years of the last decade, new residential construction activity showed promising improvement in 2011 with over twice as many permits issued compared to the low experienced in 2010.

YEAR	NEW PERMITS	% CHANGE (from previous year)
2002	639	70%
2003	489	-23%
2004	534	9%
2005	566	6%
2006	378	-33%
2007	223	-41%
2008	78	-65%
2009	84	8%
2010	49	-42%
2011	103	110%

SOURCE: Collierville Development Dept.

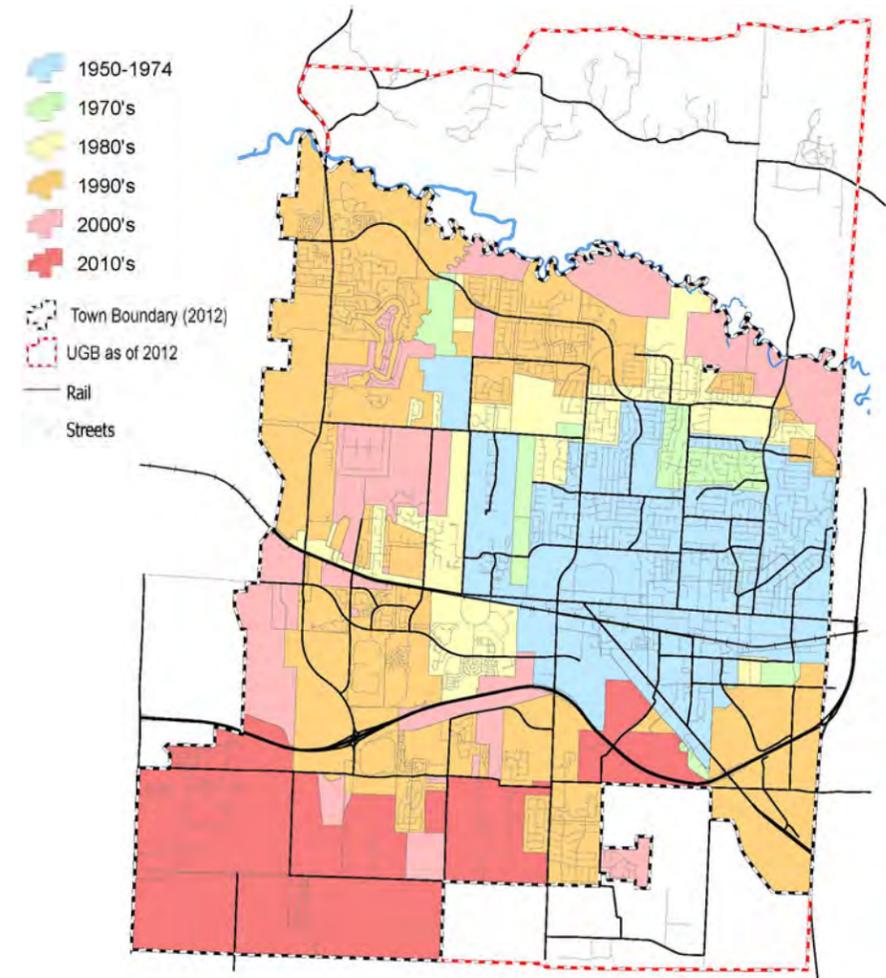
*Includes all types of dwellings: single-family detached and attached, multifamily, and group quarters.

Annexation

In 2012, Collierville contained approximately 23,064 acres of land with approximately 9,600 acres remaining in Collierville's Urban Growth Boundary (i.e. Annexation Reserve) or 29.4% of the combined land area of the Town and its UGB.

Map 2-1 shows Collierville's growth in land area by decade since the 1970s. In the late 1970s Collierville was slightly over 8,000 acres in size. By 1990, the Town had grown to over 10,000 acres. Just as with the Town's population, the 1990s were a period of high growth with the Town exceeding 18,000 acres by the end of the decade. This has been typical for Collierville in the last several decades, which has grown in area as it grows in population or to accommodate anticipated growth trends.

MAP 2-1: ANNEXATION HISTORY



EXISTING LAND USE PROFILE:

In 2011, Town staff undertook a land use inventory of Collierville and the land area within Collierville’s Urban Growth Boundary (UGB). The purpose of the land use inventory was to gain important information about the development patterns and characteristics of Collierville and its UGB.

Land use data was collected primarily by windshield survey by Town staff in April and May of 2011. Field data was recorded using a GIS application developed in-house by the Planning Division’s GIS professionals. Shelby County Assessor of Property data was also utilized to establish a pre-survey base of data and to obtain gross floor area totals for non-residential land uses (e.g. shopping centers, professional offices). Aerial photography was also used to refine the pre-survey database of existing land uses.

The Existing Land Use Map (see Map 2-2 on the next page) shows the location existing land uses, while Table 2-5 below provides a profile of existing land uses. A summary of the Town’s land use characteristics follows. Both the land within the Town’s boundaries and its Urban Growth Boundary (UGB) are used in the summary.

The predominant land use is single-family, detached residential housing, which comprises approximately 30% of the study’s land area. The majority of the Town’s existing single-family residential dwellings are located north of Poplar Avenue and south of the Wolf River. In the last fifteen years a growing number of single-family homes have been built south of Poplar Avenue and Bill Morris Parkway (SR-385).

Single-family detached residential homes are the dominant type of housing, comprising 87% of all dwelling units. Other forms of housing: residential-attached vertical (e.g. townhomes), residential-attached horizontal (e.g. apartments), and mixed-residential (i.e. the combination of two or more different dwelling types on the same parcel), combined, account for approximately 13% of the Town’s dwelling units.

Approximately 28% of the study area is classified as agricultural land. Most of this land is found north of the Wolf River and to the south and southeastern portions of the study area. Vacant land comprises approximately 15% of the study area. This category includes large, undeveloped parcels that are not actively being used for agricultural purposes and smaller, un-built residential lots.

Recreational and open space uses comprise approximately 12% of the study area. This category not only includes the Town’s parkland and greenbelts, but also permanently protected open space (e.g. conservation land), private recreational areas (e.g. golf courses, country club), and neighborhood common open space areas. Some of the largest concentrations of this category are located along the banks of the Wolf River, where several large parcels have been set aside from development due to the efforts of several non-profit groups and governmental agencies.

Approximately 3% of the study area is comprised of institutional uses. Institutional uses, which can be found throughout the study area, include places of worship, schools, hospitals, cemeteries, government facilities, and other community facilities.

Industrial land uses, including warehouses; storage, distribution, mining, assembly, fabrication and processing facilities, comprise approximately 2% of the study area. The largest concentrations of industrial land uses can be found along Progress Road, Mt. Pleasant Road, Keough Road, and South Street towards the east-central portions of the study area.

Approximately 4% of the study area’s land area is comprised of retail uses (sale

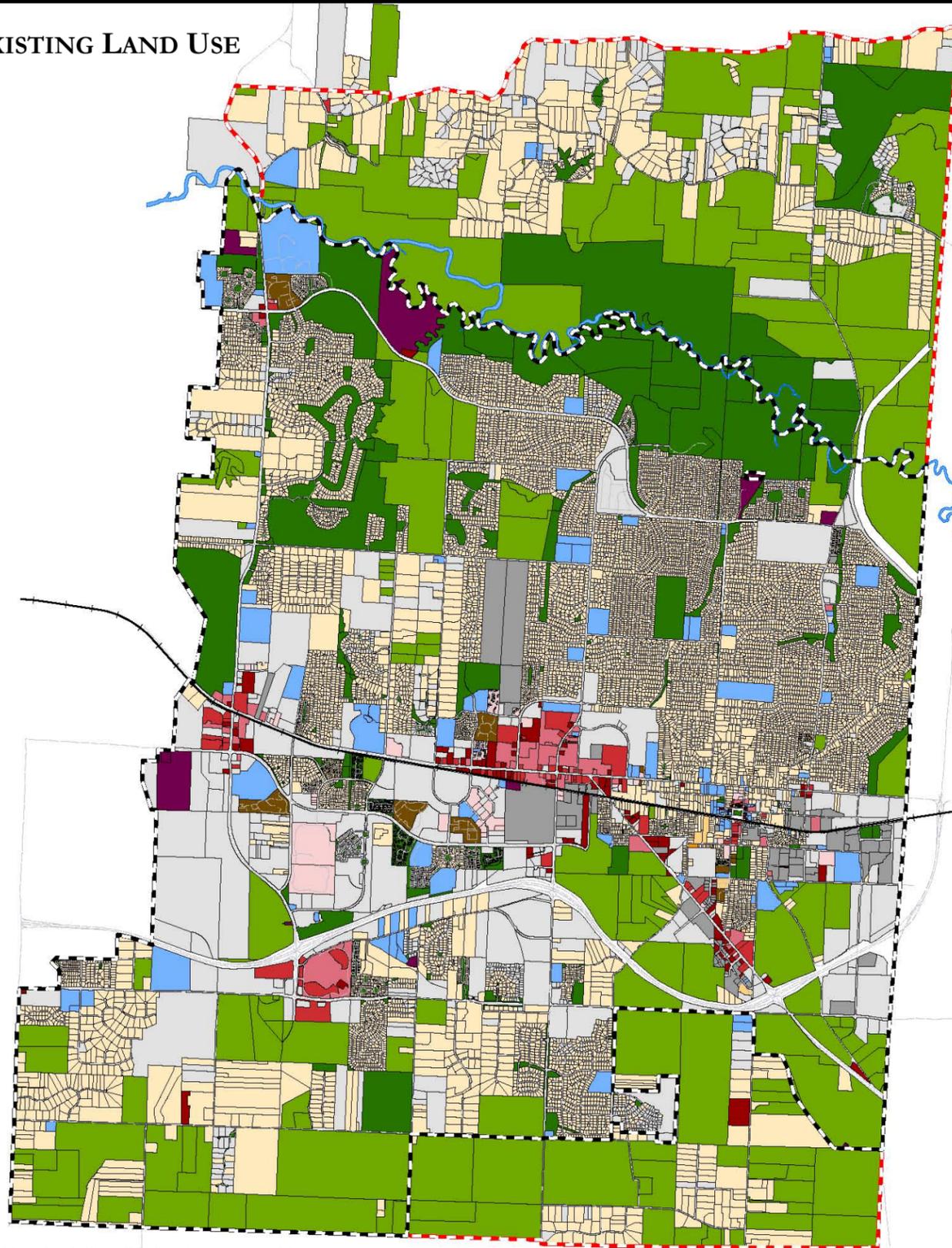
of tangible goods such as groceries), commercial uses (sale of intangible goods such as repair shops, theaters, salons), office uses, and mixed non-residential uses (where a combination of non-residential uses such as retail and office are located on the same parcel). These uses are primarily located along Poplar Avenue, Highway 72, and several commercial nodes that have emerged in recent years, including The Carriage Crossing Lifestyle Center at Bill Morris Parkway (SR-385) and Houston Levee Road, and development at Houston Levee Road at Winchester Road, and Houston Levee Road at Wolf River Boulevard.

Table 2-5: Existing Land Use for Collierville and Collierville UGB

Land Use	Acreage	% of Total Acres	Dwelling Units	% of Total Dwellings	Non-Residential Floor Area (sq. ft.)	% of Total
Agricultural	9,010	28%	38	0%	-	-
Residential, Detached	9,739	30%	14,618	87%	-	-
Residential, Attached Vertical	52	0%	578	3%	-	-
Residential, Attached Horizontal	140	0%	1,542	9%	-	-
Residential, Mixed	1	0%	9	0%	-	-
Mixed Use	-	-	-	-	-	-
Office	229	1%	1	0%	1,166,093	12%
Commercial	192	1%	-	-	952,404	10%
Retail	236	1%	-	-	1,607,724	16%
Mixed Non-Residential	245	1%	-	-	2,160,823	22%
Industrial	601	2%	-	-	3,280,793	33%
Institutional	950	3%	64	0%	513,159	5%
Recreation & Open Space	4,009	12%	-	-	121,634	1%
Utility	262	1%	-	-	2,949	0%
Vacant	4,922	15%	-	-	-	-
Right-of-Way	2,076	6%	-	-	-	-
TOTAL	32,664	100%	16,850	100%	9,805,579	100%

SOURCE: Collierville Planning Division, Shelby County Assessor of Property (May 2011)
 NOTE: Any mathematical errors are due to rounding.

MAP 2-2: EXISTING LAND USE



SOURCE: Collierville Planning Division (2011)

Existing Land Use Inventory Categories and Descriptions

<p>Agricultural/Farm Uses for same parcel</p>
<p>Commercial (Intangible) services on same parcel (examples: beauty salon, car wash, movie theater, repair shop – does not include retail)</p>
<p>Industrial use(s) on same parcel (examples: warehousing/storage, mini-storage, distribution, assembly, processing, fabrication)</p>
<p>Institutional use(s) on same parcel (examples: government facilities, churches, cemeteries, funeral homes, public/private schools, day care, community facilities)</p>
<p>Mixed, Non-Residential use(s) on same parcel (example: combination of COMM, INST, and/or RET uses on the same parcel)</p>
<p>Mixed Use Applies to combination of residential and nonresidential uses on the same parcel</p>
<p>Office use(s) on same parcel (examples: medical, law, professional, real estate office)</p>
<p>Recreational and Open Space use(s) on same parcel (examples: park, greenbelt, conservation land, subdivision common open space, private neighborhood pool/clubhouse)</p>
<p>Residential, Attached Horizontal use(s) (example: apartment building; any case where dwellings are stacked on top of other dwellings)</p>
<p>Residential, Attached Vertical use(s) (examples: duplex, triplex, attached townhomes)</p>
<p>Residential, Detached use on same parcel (example: single-family detached house)</p>
<p>Residential, Mixed on same parcel (combination of attached, detached, of multifamily uses on same parcel)</p>
<p>Retail use(s) on same parcel (tangible goods sold; examples: supermarkets, restaurants, bakeries, car dealerships)</p>
<p>Utility (examples: MLGW substation, pump station, wastewater treatment plant, cell tower)</p>
<p>Vacant Undeveloped, unimproved land (does not include farmland, unoccupied buildings)</p>

Historic Resources

Located in Downtown Collierville, the National Register historic district and the locally-designated historic district contain a variety of historic resources, including commercial/institutional buildings, residential buildings, and other resources unique to Collierville’s past. Components within these districts include the historic commercial Town Square, residences, and civic/institutional buildings. An overview of the historic districts, as well as a description of the Town’s historic resources follows.

National Register District: The National Register district was nominated under the Secretary of the Interior’s criteria “A” and “C” for the associations many properties have with the development of the Town of Collierville as a significant small trade center for its surrounding plantation agricultural region, as well as for its significance in the area of community planning and the development of its Town Square plan. As such, the district represents a microcosm of small town life in the 19th and 20th centuries in West Tennessee. In addition, there are a number of structures individually listed on the National Register, several of which are within the boundaries of the local district.

In 2000, when the Preservation Plan was completed, there were a total of 127 buildings, sites, structures, and objects within the National Register district. A total of 94 of the buildings, sites and structures are considered to be contributing structures, while 33 are considered non-contributing. Contributing structures are considered historic buildings or sites that are 50 years or older, and that have not been substantially altered in a negative manner.

In 2005, Town staff completed an updated historic survey, which included land beyond the national and local historic districts to evaluate historic resources within the Town’s Urban Growth Boundary.

Local District: Established in 1989, the locally-designated historic district incorporates the entire National Register historic district and five individually listed National Register properties within its boundaries, resulting in a district of approximately 300 properties. The local district is approximately twice the geographic size of the National Register district by including, in particular, many properties to the north and south of the National Register district. The most important aspect of the local district is the regulations that offer preservation protections to historic resources.

General Development Characteristics (1940s to 2011)

Growth in Collierville following World War II has been characterized by low-density, suburban-scale development patterns. Residential development is generally represented by single family homes on relatively large lots with cul-de-sacs. Commercial development in this era is primarily in the form of shopping centers, typically with several outparcels, as well as smaller retail strip centers, mostly designed as single story buildings with surface parking located in front of buildings. In recent years, the Town has been presented with amendments to previously-approved large master planned communities, such as Schilling Farms, Price Farms, and Oak Grove, that either introduced or increased the mixture of land uses and housing types on the same site, including the allowance for buildings with commercial or other non-residential uses on the ground floor with residential “live-above” units on the upper floor (or floors). These development proposals are more in keeping with the more traditional neighborhood design approach found in Collierville’s historic Downtown area, which features single and multi-story commercial uses at Town Square with single-family detached residential neighborhoods found in close proximity within walking distance. From 1940 to 2010, the Town grew from a population of 1,042 to 43,965 according to the US Census Bureau.

Remaining Development Potential and Build-Out (2012 and beyond)

As noted in Table 2-5, approximately 43% of the study area is either vacant or agricultural land. While a portion of the area’s agricultural land is anticipated to remain rural in character (see “Agriculture/Rural Residential” Place Type and area recommendations in Chapter 3), much of this land will gradually be developed and take on a more suburban or urban character over time. Some of this land is committed for development. As of 2011, approximately 1,600 acres of land within planned developments was undeveloped (or 11.5% of all vacant and agricultural land). Additionally, approximately 815 vacant residential lots were located in subdivisions either under development or approved for development. After factoring out commitments, over a 1/3 of the Town’s land (including land within the Urban Growth Boundary) remains.

During the planning process a build-out analysis was undertaken to forecast the development potential within the study area. Two future development scenarios were developed to consider the impacts of varying land use recommendations on the community’s development potential. The first scenario, named the “base” scenario, was taken from the future land use recommendations of

the 2001 Land Use Plan. The second scenario (the “updated” scenario) was based on the composite version of the Future Land Use/Place Type Map developed during the Collierville 2040 design charrette. The updated scenario was similar to the base scenario, except primarily for the inclusion of additional low-density residential development (i.e. 2.1 dwellings per acre) instead of estate residential (i.e. 0.5 dwellings per acre) in southern portions of the study area under the updated scenario.

The build-out estimates were developed using CommunityViz, an analysis tool used in conjunction with ArcGIS Geographic Information System (GIS) software, along with estimates previously prepared for the Downtown and I-269 Small Area Plan areas, data gathered during the 2011 land use inventory, and additional data available in the Planning Division’s GIS database. Areas considered highly-constrained for development (e.g. floodways, rivers, creeks, 60-foot riparian buffers, conservation land) were removed before the build-out calculations were made. A varying site inefficiency factor was also applied to undeveloped or underutilized parcels based on the proposed land use designation to account for land typically dedicated to on-site improvements (e.g., internal streets, sewer easements, storm water management, open space) necessitated by new development.

Based on the assumptions included in the model, it was estimated that the Town could see a total population of 80,545 and 16 million square feet of non-residential development at build-out under the base scenario compared to a total population of 89,953 and 17.6 million square feet of non-residential development under the updated scenario. The Steering Committee ultimately recommended a future growth scenario consistent with the updated scenario. The results of the build-out analysis are summarized in the appendix of this plan, along with a description of the assumptions used.



Suburban Neighborhood



Suburban Neighborhood



Traditional Neighborhood



Traditional Neighborhood



Gus's is a Contributing Historic Structure



A Contributing Structure near the Square

NATURAL FEATURES:

Topography

Collierville generally has a relatively flat to gently rolling topography, with elevations ranging from 252 feet above sea level at the Wolf River, west of Houston Levee Road to 430 feet above sea level in the southeastern corner of the study area at the Shelby/Fayette County Line, south of Highway 72.

Rivers, Streams, Floodway and Floodplains

In the study area, storm water primarily drains to either the Wolf River and its tributaries to the north or Nonconnah Creek and its tributaries to the south. The Wolf River generally serves as the northern boundary of the Town's current incorporated limits. Bill Morris Parkway (SR-385) roughly follows the path of Nonconnah Creek in the southern portion of the study area. Southwest Collierville in particular is impacted by the Nonconnah and its tributaries. The community recognizes the importance of creating and preserving the Wolf River and Nonconnah Basins, and their surrounding wildlife, by protecting area wetlands and floodplains. Floodway areas are shown as having little or no development potential as part of the Greenbelt Corridor/Infrastructure Place Type (see Chapter 3) in the study area. Consult the Town's Development Department for the most recent and most accurate floodplain data.

Parks and Recreation Areas

By 2012, the Town of Collierville had acquired a total of approximately 500 acres of parkland in nineteen parks. Approximately 362 acres of the parkland is located in natural areas. The Town's park system also included 14.45 miles of greenbelt trails and connectors. Over 58 miles of greenbelt trails (not including the sidewalk connector system) will be constructed by build-out per the Town's most recent Greenbelt Master Plan Update. Park amenities included 30 athletic fields, plus tennis courts, playgrounds, water spray parks, picnic areas and pavilions, nature trails and walking paths, and Harrell Theatre.

Wellheads

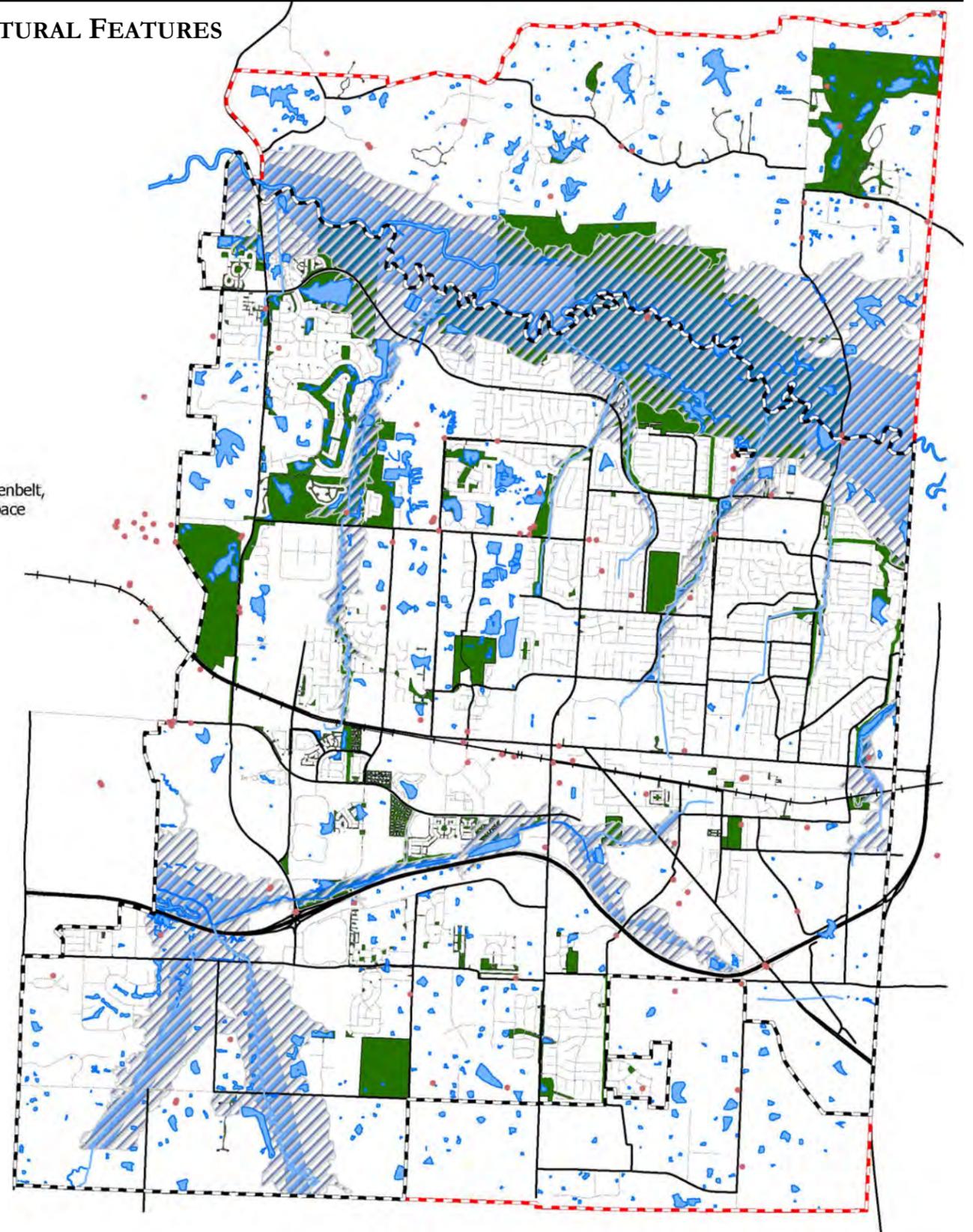
The protection of ground water which supports public water supplies is of vital importance to the Town of Collierville. These public water supplies represent a substantial investment that would be extremely expensive, if not impossible, to replace if their source of water were to become polluted. While pollution is never an intended consequence, there are many normal, day-to-day activities that could have the unintended consequence of compromising our community's drinking water supply. The Town has adopted Wellhead Protection Overlay District regulations for the purpose of protecting the public water supply for Collierville from land uses which pose a threat to quality and quantity of groundwater being extracted from Town wells.

Summary

Together these features comprise the existing natural features found in the study area. These areas represent the natural treasures of the study area and the greatest opportunity for keeping the community green. Map 2-3 on this page illustrates the natural features found in the study area.

MAP 2-3: NATURAL FEATURES

-  Wellhead
-  Town Boundary (2012)
-  UGB as of 2012
-  Rail
-  Streets
-  Water Body
-  Main Drainage Lateral
-  Floodplain 2007
-  Floodway 2007
-  Town Parks, Existing Greenbelt, Recreational and Open Space



PUBLIC UTILITIES:

Public Sewer

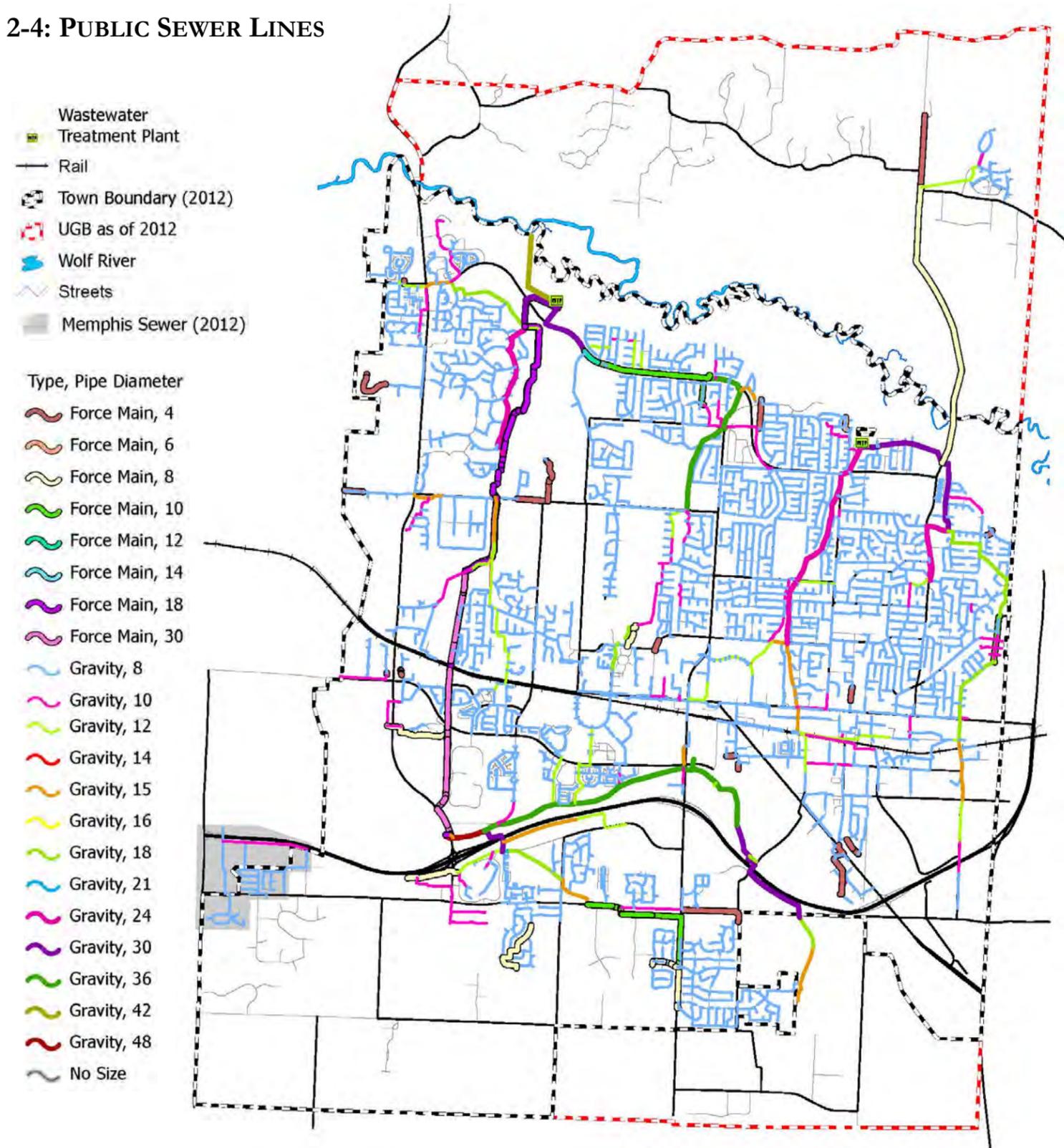
Wastewater treatment services are provided primarily by the Town of Collierville with a portion of properties south of Poplar Avenue along the western edge of the study area provided by service by the City of Memphis under a cooperative agreement with the Town of Collierville. As of 2012, there were two developments (Spring Creek Ranch Planned Development and Cotton Creek Subdivision) north of the Wolf River within Collierville's Urban growth Boundary (UGB) being served by Collierville. The remainder of the population in the study area uses septic systems for the collection, treatment, and disposal of sewage.

Wastewater in the Town's system is directed towards two treatment plants. The Shelton Road Wastewater Treatment Plant, located to the northeast of the intersection of Shelton Road and Peterson Lake Road, currently processes an average of 1.95 million gallons per day (MGD) of wastewater and has the capacity to process 3.5 MGD. The recently expanded Northwest Wastewater Treatment Plant, located on the north side of Wolf River Boulevard to the east of Houston Levee Road, currently processes an average of 2.5 MGD and has the capacity to process up to 6.0 MGD.

The Town typically requires infrastructure to be installed concurrent with development and costs associated with extending should be incurred by development.

Map 2-4 depicts the current location and dimensions of Collierville's sewer lines that serve the study area.

MAP 2-4: PUBLIC SEWER LINES



Water Service

The Town of Collierville provides water service for most residents and businesses in the study area. Memphis Light Gas and Water (MLG&W) provides water service to a portion of the study area located south of Poplar Avenue towards the western edge of the study area under a cooperative agreement with the Town of Collierville.

The capacity of the Town's water plants is sufficient with a current peak demand of 17 million gallons a day (MGD) and a capacity of 23 MGD.

Map 2-5 depicts the current location of the Town's water lines within the study area.

Other Utilities

Electric and gas service within the study area is provided by MLG&W. Telecommunication service is provided by Comcast and AT&T. Internet and mobile phone services are widely available.

MAP 2-5: PUBLIC WATER LINES

