



COLLIERVILLE 2040 LAND USE PLAN UPDATE

# CHAPTER III: FUTURE LAND USE

**Introduction**

This chapter provides overall guidance for realizing the community’s vision of future development patterns in Collierville and its Urban Growth Boundary (UGB). This chapter describes and establishes multiple place type classifications to be applied appropriately within the study area. A description of each place type listed below is provided in the following pages, along with an explanation of how each individual place type can be used to guide growth and development within the study area. This chapter also includes a section with guidelines to be used in determining the appropriateness of specific types and forms of development, as well as guidelines for amending land use policy.

**Place Types**

Place types embody the different land use types and development patterns envisioned for the community. The term “Place Type,” sometimes called a “character area” or “design concept” in planning efforts, represents the look or feel of a place and that which sets it apart from other areas. Place types have their own unique setting, development pattern, and visual qualities. Many communities across the country are switching from conventional land use designations to place types in developing comprehensive plans because of the renewed interest in the interrelationship between land use and urban design for creating a unique sense of place. Generalized development characteristics used to describe character areas include: general development pattern, average residential density, average non-residential intensity, typical building height, and open space elements.

The place types provide general guidelines to be followed in the development design and review process that allow the Town to evaluate the quality and character of proposed growth. These guidelines are not intended to be hard and fast rules; rather, they are intended to provide guidance in interpreting the intent of the place types. The place type classifications are not meant to be synonymous with zoning districts, nor should they be thought to replace the rules and requirements set forth in adopted Town ordinances and regulations.

The following twelve place types were identified for Collierville and its Urban Growth Area:

- ◇ Agricultural/Rural Residential
- ◇ Estate Residential
- ◇ Suburban Neighborhood
- ◇ Traditional Neighborhood
- ◇ Emerging Residential
- ◇ Village Retail Activity Center
- ◇ Mixed Use Activity Center
- ◇ Downtown Core
- ◇ Office/Institutional Campus
- ◇ Suburban Commercial
- ◇ Technology/Employment Center
- ◇ Green Corridor/Infrastructure

The place types described in the following pages are identified on the corresponding Future Land Use/Place Type Map (Map 3-1 in this chapter).

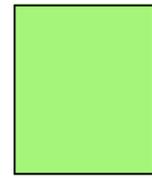
The following table provides a summary of the amount of land area within the Town and its UGB designated for each place type, excluding right-of-way. Approximately 84% of the study area is designated for either residential land uses or green infrastructure. The Office/Institutional Campus Place Type encompasses approximately 4.6% of the study area. Approximately 4.5% of the study area is designated for Suburban Commercial and 3.6% for the Technology/Employment Center Place Type.

Table 3-1: Land Area by Future Place Type*		
Place Type	Acreage	Percentage (%) of Total Acreage
Agricultural/Rural Residential	2,134	7.0%
Estate Residential	6,764	22.1%
Suburban Neighborhood	6,908	22.6%
Traditional Neighborhood	1,090	3.6%
Emerging Residential	2,330	7.6%
Village Retail Activity Center	137	0.4%
Mixed Use Activity Center	724	2.4%
Downtown Core	13	-
Office/Institutional Campus	1,397	4.6%
Suburban Commercial	1,381	4.5%
Technology/Employment Center	1,106	3.6%
Green Corridor/Infrastructure	6,608	21.6%
SOURCE: Collierville Development Dept.		

\* Includes land area within the Town and the Town’s Urban Growth Boundary. Excludes right-of-way. In some cases (e.g. stream corridors) the Greenbelt Corridor/Infrastructure Place Type overlaps other place types. Any mathematical errors are due to rounding.

When used as a guide for the development of specific properties, conformance with this plan should be determined by applying four tests:

- ◇ **TEST 1:** Determine the place type that applies to the property by referring to the Future Land Use/Place Type Map (see Map 3-1 in this chapter). Review the place type policies and any additional guidelines for specific types and forms of development that are described in this chapter.
- ◇ **TEST 2:** Review the recommendations for the applicable place type to determine policies that would affect future land use and whether there are any specific policies applicable to the property that may be modified or enhanced from this chapter.
- ◇ **TEST 3:** If residential land uses are proposed, review the Maximum Gross Residential Density Map (see Map 3-2) for guidance on acceptable maximum levels of density for specific properties.
- ◇ **TEST 4:** Finally, determine if the property is located within an area with an adopted Small Area Plan (see Map 3-3) as the recommendations of each Small Area Plan supersedes the recommendations of this document in case of a conflict.



# AGRICULTURAL/ RURAL RESIDENTIAL

## CHARACTER & INTENT

Agricultural/Rural Residential areas are primarily characterized by agricultural uses, homesteads associated with agricultural uses and agriculture service businesses located south of SR-385 and in the vicinity of the Wolf River. They are also characterized by an abundance of open space and a great degree of separation between buildings with limited availability of sewer or other municipally oriented services. Single-family homes not associated with farms have been built in these areas, generally on large lots from five to ten acres or more. Road infrastructure largely consists of paved roads without curbs and gutters, with ditch drainage.

## LAND USE CONSIDERATIONS

### Primary Land Uses

Agricultural, single-family detached residential

### Secondary Land Uses

Civic and institutional uses, parks, greenbelts and open space

## FORM & PATTERN

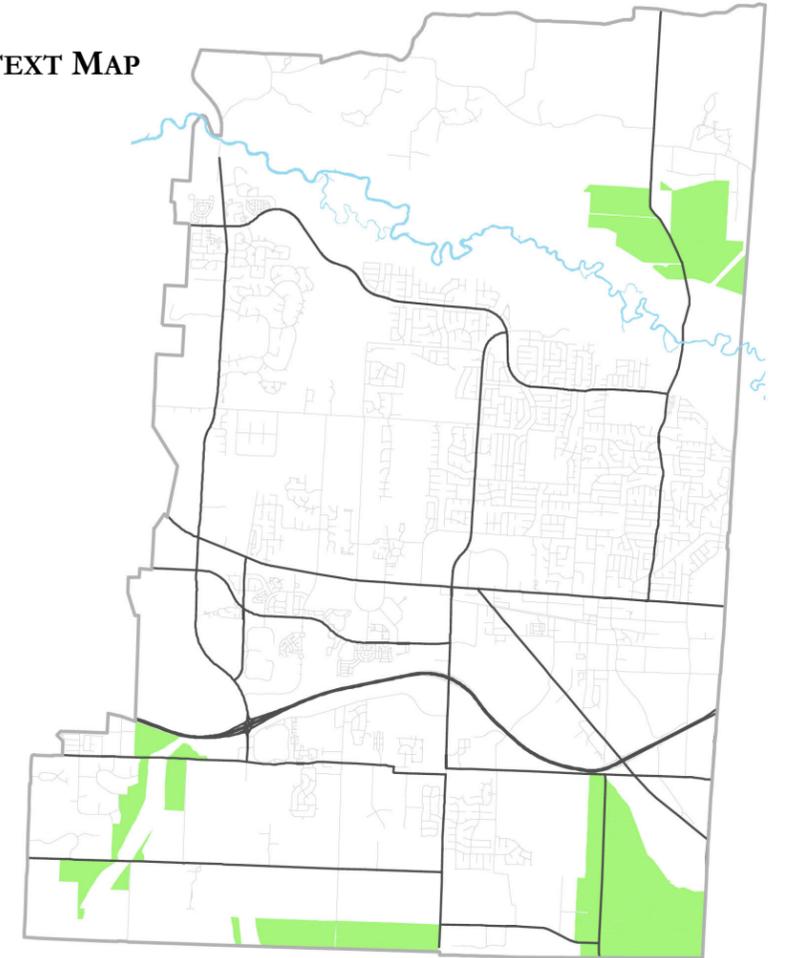
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Agricultural/Rural Residential areas:

General Development Pattern	Isolated
Residential Density*	0.1 - 0.2 du/acre (detached)
Non-Residential Intensity	N/A
Building Height	1-2 1/2 stories
Open Space Elements	Protected open space, greenbelts, parks, stream corridors

## ANTICIPATED LEVEL OF CHANGE

Existing Agricultural/Rural Residential areas are expected to continue historic rural and agricultural patterns. New residential development in these areas can be accommodated, but encouraged on large lots of five acres or more.

CONTEXT MAP



## PRECEDENT PHOTOS



\* The density range is based on the planning study area as a whole and does not guarantee a property can support a certain density. See the Maximum Gross Residential Density Map in this chapter for recommendations for specific prop-



# ESTATE RESIDENTIAL

## CHARACTER & INTENT

Estate Residential areas are characterized by an open and rural appearance with a great degree of separation between both buildings and the main roads that serve them, which are also typically rural in design. Estate residential areas primarily consist of single-family homes on large lots that are two acres or greater in size. More dense residential development should only be allowed in the form of conservation subdivisions if sewer service is provided, in which smaller lots are allowed in exchange for creating larger, permanent open space areas and preserving natural site features. More dense development should be limited to Conservation Subdivisions (CS) or Hamlets that protect large areas for open space. Specific policies for Conservation Subdivisions (CS) or Hamlets development are included in this chapter.

## LAND USE CONSIDERATIONS

### Primary Land Uses

Single-family detached residential; single-family attached (CS or hamlet only)

### Secondary Land Uses

Civic and institutional uses, hamlet retail, parks, greenbelts, and open space

## FORM & PATTERN

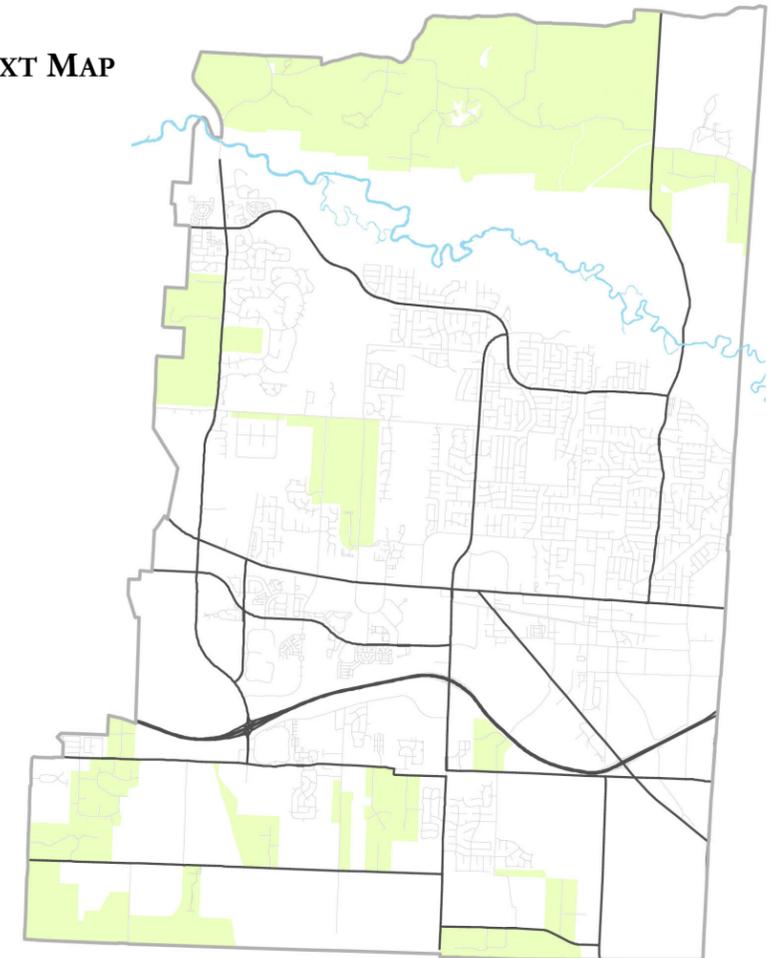
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Estate Residential areas:

General Development Pattern	Isolated Uses
Residential Density*	0.5 du/acre (estate, typ. no Town sewer/water) 1.0 - 2.1 du/acre (CS or hamlets)
Non-Residential Intensity	N/A
Maximum Building Height	1 - 2 1/2 stories
Open Space Elements	Protected natural areas, parks, greenbelts, stream corridors

## ANTICIPATED LEVEL OF CHANGE

Estate Residential areas typically contain large (i.e. two acres or greater) residential lots presently that are to be preserved. New development should consist of either large lots served by rural roads or follow conservation subdivision design standards.

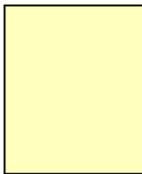
CONTEXT MAP



## PRECEDENT PHOTOS



\* The density range is based on the planning study area as a whole and does not guarantee a property can support a certain density. See the Maximum Gross Residential Density Map in this chapter for recommendations for specific prop-



# SUBURBAN NEIGHBORHOOD

## CHARACTER & INTENT

Suburban Neighborhood areas are the predominant land use in Collierville. Suburban Neighborhoods are typically created through the subdivision process and consist primarily of low-density, single-family detached housing with similar house and lot sizes in each neighborhood. Each neighborhood is typically oriented towards an internal network of streets and is buffered from surrounding development by perimeter landscaping and screening or transitional uses. All developments should be within walking distance to a private common area, public park, or greenbelt. While located in proximity to Suburban Commercial and other non-residential areas, Suburban Neighborhood residents typically are isolated to a degree where an automobile is necessary for most trips.

Suburban Neighborhoods with single-family detached homes will continue to be the predominant land use within Collierville.

## LAND USE CONSIDERATIONS

### Primary Land Uses

Single-family detached residential

### Secondary Land Uses

Civic and institutional uses, multifamily (residential attached, horizontal), townhomes (residential attached, vertical), parks, open space, parks, greenbelts, and other public spaces

## PRECEDENT PHOTOS



## FORM & PATTERN

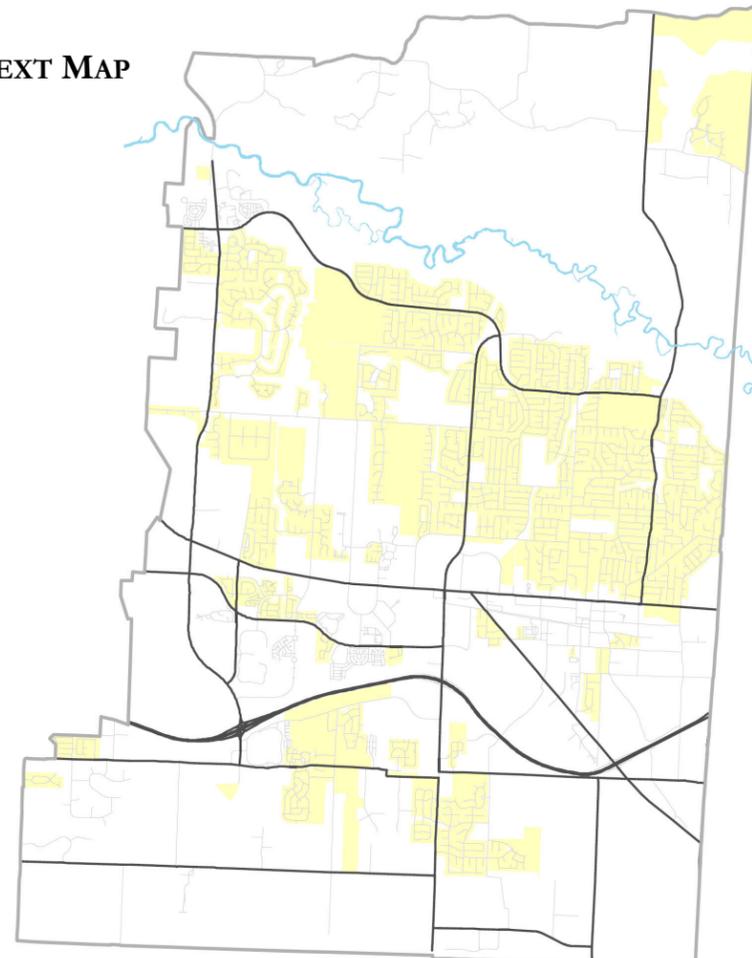
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Suburban Neighborhoods:

General Development Pattern	Isolated Uses
Residential Density*	1.0 - 3.63 du/acre (single family detached) (see also multi-family policy on p.III-20)
Non-Residential Intensity	N/A
Building Height	1 - 2 1/2 stories
Open Space Elements	Parks, common areas, greenbelts, stream corridors

## ANTICIPATED LEVEL OF CHANGE

New Suburban Neighborhoods will continue to develop on available sites, especially south of Poplar Avenue. Change within existing neighborhoods in Suburban Neighborhood areas should be limited to infill on remaining properties with a density and scale comparable to existing development.

CONTEXT MAP



\* The density range is based on the planning study area as a whole and does not guarantee a property can support a certain density. See the Maximum Gross Residential Density Map in this chapter for recommendations for specific prop-

# TRADITIONAL NEIGHBORHOOD

## CHARACTER & INTENT

Traditional Neighborhood areas include the areas immediately adjacent to the Downtown Core, and are primarily characterized by historic, single family residential homes with a traditional development pattern. These historic neighborhoods contain some of the oldest residential buildings in Collierville. The community desires to maintain the historic residential character and scale of these areas. Traditional Neighborhood areas may also be appropriate in other areas designed to emulate traditional neighborhood patterns.

These areas are typically characterized by a “grid” or a frequently interconnected street network, often served by alleys, varied-housing types and some mixed uses. Homes in Traditional Neighborhoods should “address the street,” which means that the main entrance of buildings (not the garage) should be oriented to the street, and the progression of public to private characteristics of traditional neighborhoods (street to sidewalk to front yard to front porch) should be preserved. Except for mixed use building types or small infill projects, the dominant use within these areas should be residential, with nonresidential uses subordinate to residential. The Downtown Collierville Small Area Plan may permit office uses in areas that were once formerly vibrant for single family residential, but are now transitioning to new uses.

New development should be designed according to the Traditional Design Principles described in the adopted Downtown Collierville Small Area Plan.

## PRECEDENT PHOTOS



## LAND USE CONSIDERATIONS

### Primary Land Uses

Single-family detached residential

### Secondary Land Uses

Civic and institutional uses, attached residential, bed & breakfast, professional office, parks, open space, and other public spaces

## FORM & PATTERN

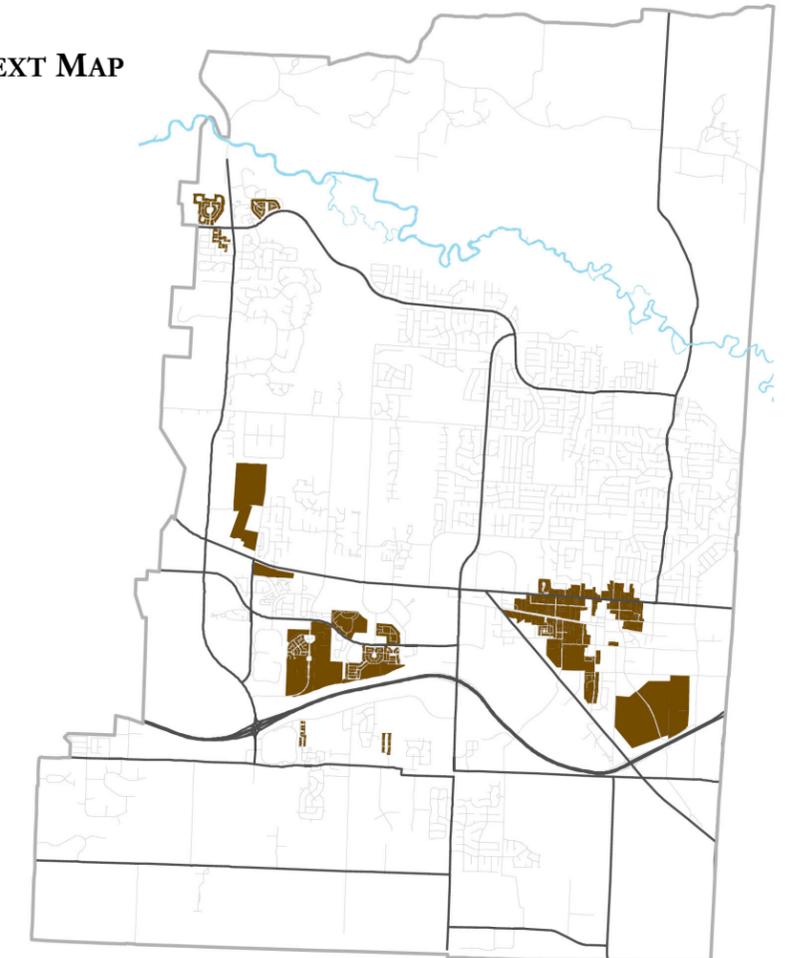
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Traditional Neighborhoods:

General Development Pattern	Isolated and Mixed Uses
Residential Density*	Up to 3.63 du/acre (detached) 2.0 - 14.5 du/acre (detached, Downtown Area) 12.0 -18.0 du/acre (attached, Downtown Area)
Non-Residential Intensity	N/A
Building Height	1 1/2 - 2 1/2 stories
Open Space Elements	Parks, greenbelts, green streets, stream corridors

## ANTICIPATED LEVEL OF CHANGE

Traditional Neighborhood areas are expected to retain their existing character. New development will consist primarily of incremental infill and redevelopment consistent with the Town’s adopted policies.

## CONTEXT MAP



\* The density range is based on the planning study area as a whole and does not guarantee a property can support a certain density. See the Maximum Gross Residential Density Map in this chapter for recommendations for specific prop-

# EMERGING RESIDENTIAL

## CHARACTER & INTENT

Emerging Residential areas include the relatively large rural or undeveloped areas south of Bill Morris Parkway (SR-385) that will become predominantly low-density residential development in either of the following design forms: Suburban Residential or Traditional Residential based on the availability of sanitary sewer and additional infrastructure. These areas have the flexibility to gradually change from a primarily rural character to a suburban or urban character. In Emerging Residential areas, an applicant must propose a development consistent with either the Suburban Residential or Traditional Residential Place Type. In its review of rezonings and Planned Developments, the Town should consider if the proposed Place Type (Suburban Residential or Traditional Residential) is appropriate for the project given the character of the property and that of surrounding properties, and if not, has the applicant taken measures to provide adequate transitions to adjacent developed properties.

Some Emerging Residential areas may be suitable for reclassification to the Mixed-Use, Village Retail Activity Center, or Suburban Commercial Place Type provided the proposed commercial development meets the Town's "nodal" approach for future commercial development and the commercial development criteria (see p.III-21). The commercial development should be designed as either the Mixed-Use, Village Retail Activity Center, or Suburban Commercial Place Type depending on the design form of surrounding neighborhoods (Suburban Residential or Traditional Residential).

## LAND USE CONSIDERATIONS

### Primary Land Uses

Single-family detached residential

### Secondary Land Uses

Civic and institutional uses, limited neighborhood and convenience-scale commercial uses (see guidelines), single-family attached (e.g. duplexes, townhomes) per Traditional Residential Place Type when adjacent to commercial nodes, parks, open space, and other public spaces

## FORM & PATTERN

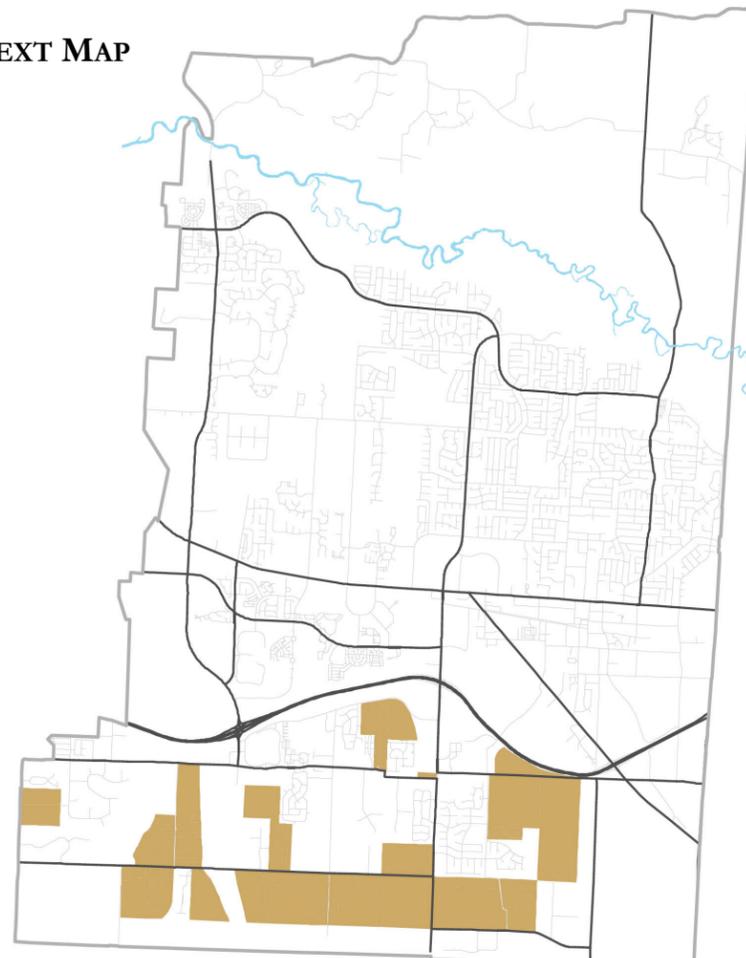
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Emerging Residential areas:

General Development Pattern	Isolated or Mixed Uses
Residential Density*	1.0 - 3.9 du/acre
Non-Residential Intensity	N/A (see also p.III-21)
Building Height	1 1/2 - 2 1/2 stories
Open Space Elements	Parks, greenbelts, green streets, stream corridors

## ANTICIPATED LEVEL OF CHANGE

Emerging Residential areas will develop on available sites south of Bill Morris Parkway (SR-385) as market conditions influence the form and timing of predominantly low-density, single-family residential development.

## CONTEXT MAP



## PRECEDENT PHOTOS



Traditional Residential Example



Traditional Residential\*\*

Suburban Residential\*\*



Suburban Residential Example

\* The density range is based on the planning study area as a whole and does not guarantee a property can support a certain density. See the Maximum Gross Residential Density Map in this chapter for recommendations for specific prop-

\*\* Illustration from "Suburban Retrofit and Infill: A Lexicon of Advanced Techniques" (Duany Plater-Zyberk and Co., 2008)