



ACTIVITY CENTER: VILLAGE RETAIL

CHARACTER & INTENT

Village Retail activity centers, most often located at the “Gates” to Downtown Collierville, flank the main entry points to the Downtown Core to its south (Center Street, Sycamore Street) and abut the historic neighborhoods to the east and west (Poplar Avenue). While primarily oriented towards Downtown Collierville, Village Retail may also be appropriate in other areas where smaller, neighborhood-scale commercial uses can serve surrounding neighborhoods.

Commercial uses, along with civic and institutional uses, are to be concentrated in this area to promote a vibrant downtown core while protecting the residential character of the surrounding area. Commercial retail uses and personal services, when at a neighborhood scale, are intended to serve surrounding neighborhoods within a radius of one to three miles. Such uses are sometimes located in standalone buildings or in small commercial centers. Appropriate residential uses may include live-work buildings and attached residential (duplexes, townhouses). Live-above (vertically integrated) dwelling units on the upper floors above commercial uses are encouraged.

At points, these areas will resemble Mixed-Use activity centers, but be less dense and more “nodal” in form. Village Retail areas, at build-out, will provide a sense of arrival and their traditionally inspired designs will be important visual cues that one is leaving a auto-oriented environment.

LAND USE CONSIDERATIONS

Primary Land Uses

Commercial, retail, office; live-work units, “live-above” dwellings above commercial, single-family attached (e.g. duplexes, townhomes)

Secondary Land Uses

Civic and institutional uses, parks, open space, and other public spaces

FORM & PATTERN

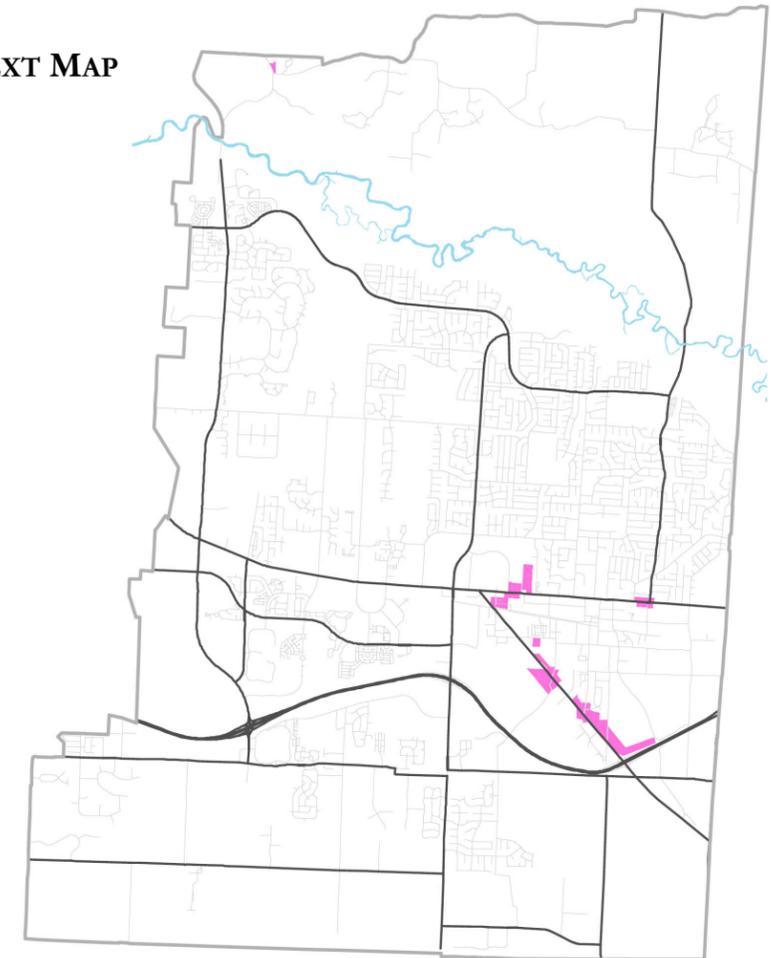
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Village Retail:

General Development Pattern	Isolated and Mixed Uses
Residential Density	3.0 -18.0 du/acre (attached)
Non-Residential Intensity*	0.2 5 FAR (stand-alone) 0.35 - 1.0 FAR (mixed-use)
Building Height	2-4 stories (typical); max. 6 stories adjacent to SR-385
Open Space Elements	Required open space, plazas, greenbelts, green streets, stream corridors

ANTICIPATED LEVEL OF CHANGE

Village Retail centers are expected to build-out over several years through the gradual redevelopment of underutilized properties. Property owner interest, market conditions, and development plan approval will determine the type, scale, and timing of development.

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-



ACTIVITY CENTER: MIXED USE

CHARACTER & INTENT

A Mixed-Use Center offers residents the ability to live, shop, work, and play in one community. They are places of economic, entertainment, and community activity with buildings usually 2 or more stories high, and can have multiple uses within a single building. The design and scale of the development encourages active living, with a comprehensive and interconnected network of walkable streets. The Mixed-Use Center Place Type is currently recommended for specific areas included in both the Downtown and I-269 Small Area Plans. In case of a conflict, the Small Area Plan's policies and recommendations supersede those of the General Land Use Plan.

LAND USE CONSIDERATIONS

Primary Land Uses

“Live-above” residential dwellings located above ground-floor commercial, retail, and professional office; live-work units, single-family detached, town-homes

Secondary Land Uses

Civic and institutional uses, parks, open space, and other public spaces

FORM & PATTERN

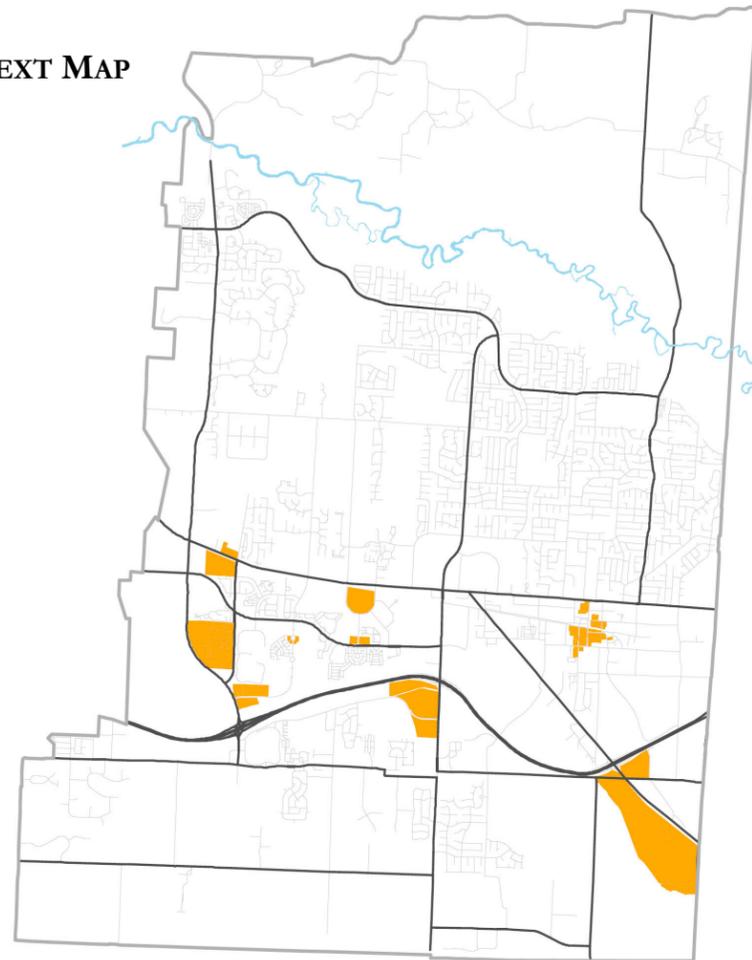
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Mixed-Use areas:

General Development Pattern	Mixed Uses
Residential Density*	6.0 - 14.5 du/acre (detached) 12.0 -18.0 du/acre (attached)
Non-Residential Intensity	0.35 - 1.0 FAR
Building Height	2-4 stories (typical); max. 6 stories adjacent to SR-385
Open Space Elements	Formal open spaces (parks, plazas), greenbelts, stream corridors

ANTICIPATED LEVEL OF CHANGE

Mixed-Use Activity Centers are expected to build-out over several years. Property owner interest, market conditions, and development plan approval will determine the type, scale, and timing of development.

CONTEXT MAP



PRECEDENT PHOTOS



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DOWNTOWN CORE

CHARACTER & INTENT

The Downtown Core area is comprised of the Historic Square as well as additional properties lining the streets that lead to the Square. The area includes a mix of restaurants, small shops, and other small-scale commercial uses, in addition to a mix of institutional uses, including a central greenspace at the Square (Confederate Park). A diverse mix of uses, including second floor residential, will continue to be encouraged within the Downtown Core to ensure that it continues to function as the Town's center. The Downtown Core designation is recommended per the Downtown Collierville Small Area Plan. In case of a conflict, the Small Area Plan's policies and recommendations supersede those of the General Land Use Plan.

Buildings throughout the area have a strong relationship to adjacent streets, with greater architectural details provided along street frontages, minimal building setbacks, and a strong orientation towards pedestrians. Buildings are primarily one to two stories tall with some exceptions. It may be permissible to build taller buildings up to three stories, but only under certain circumstances with Historic District Commission review. The Mixed-Use activity center south of the Downtown Core (south of the railroad) is appropriate for three-story buildings due to its lower grade compared to the Downtown Core and the need to provide a visual sense of enclosure to the Historic Square.

PRECEDENT PHOTOS



LAND USE CONSIDERATIONS

Primary Land Uses

Ground-floor retail with office and residential uses on the floors above.
Ground-floor office uses may be appropriate at mid-block locations.

Secondary Land Uses

Townhomes (residential attached-vertical), civic and institutional uses, parks, open space, and other public spaces

FORM & PATTERN

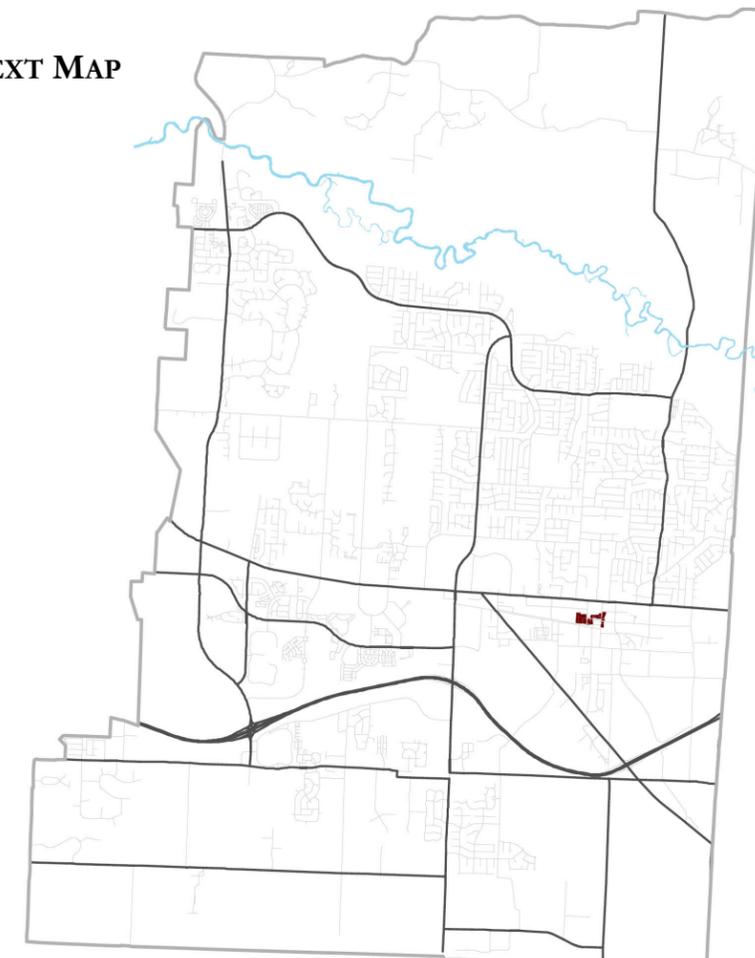
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with the Downtown Core:

General Development Pattern	Mixed Uses
Residential Density*	4.0 -12.0 du/acre (live-above)
Non-Residential Intensity	None Specified
Building Height	1-3 stories
Open Space Elements	Formal open spaces (parks, plazas), green streets

ANTICIPATED LEVEL OF CHANGE

New construction and renovations are expected to maintain and enhance the Downtown Core's existing character. Property owner interest, market conditions, and development plan approval will determine the type, scale, and timing of 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-



OFFICE / INSTITUTIONAL CAMPUS

CHARACTER & INTENT

Office/Institutional Campus areas include corporate offices, professional office complexes, hospitals, large-scale places of assembly such as churches, school complexes, and college campuses with a unified design theme on sites that preserve a maximum amount of open space.

These areas are typically located close to major roads and freeways and are separated by surrounding neighborhoods, major roads, or large buffer areas. These areas are accessible primarily by automobile. Buildings are typically set back a relatively great distance from adjacent roadways and property boundaries. Pedestrian activity is often encouraged once on-site by locating buildings and facilities in close proximity to each other. Land uses are typically limited to the primary use and any related support facilities (e.g. cafeterias/restaurants, dry cleaners, banks). Smaller-scale Office/Institutional Campus uses may serve as a transition between residential neighborhoods and more intensive non-residential areas.

LAND USE CONSIDERATIONS

Primary Land Uses

Corporate offices, professional office complexes, hospitals, research facilities, large-scale places of assembly, colleges or universities

Secondary Land Uses

Parks and recreational facilities, ancillary commercial (e.g. cafeterias/restaurants, dry cleaners, banks), and student housing

FORM & PATTERN

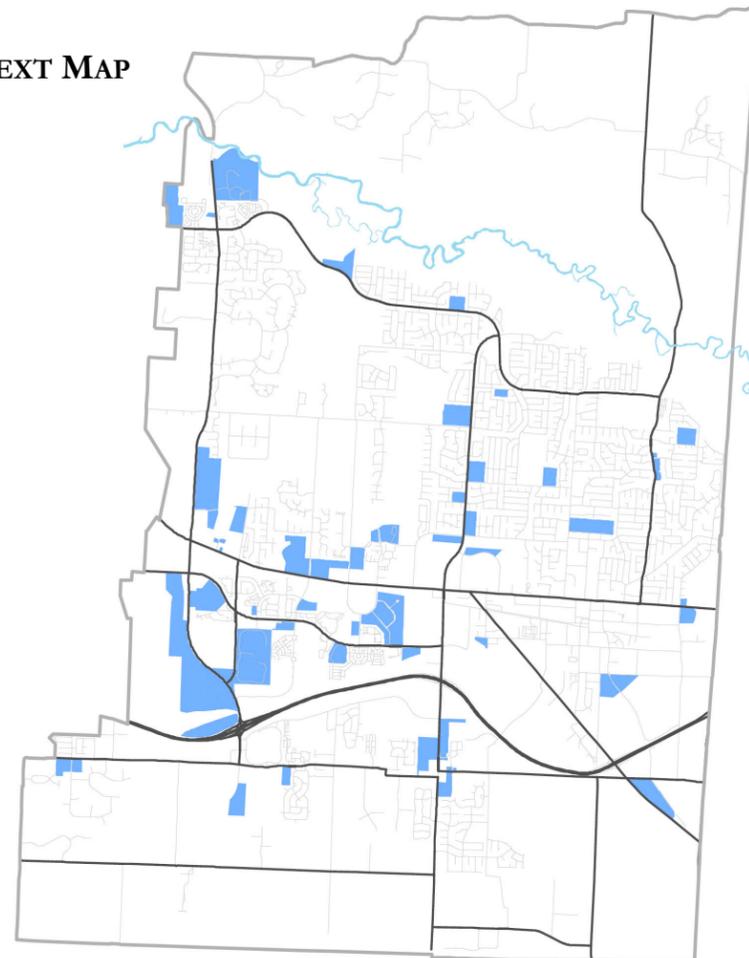
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Office/Institutional Campus areas:

General Development Pattern	Mixed Uses
Residential Density	N/A
Non-Residential Intensity	0.20 - 0.70 FAR
Building Height	1-4 stories
Open Space Elements	Parks, plazas, required common open space, athletic fields, playgrounds, stream corridors

ANTICIPATED LEVEL OF CHANGE

Potential sites eligible to become Office/Institutional Campus areas include large, undeveloped properties in proximity to Bill Morris Parkway (SR-385) along major roads such as Houston Levee, Highway 72, and Byhalia Road.

CONTEXT MAP



PRECEDENT PHOTOS



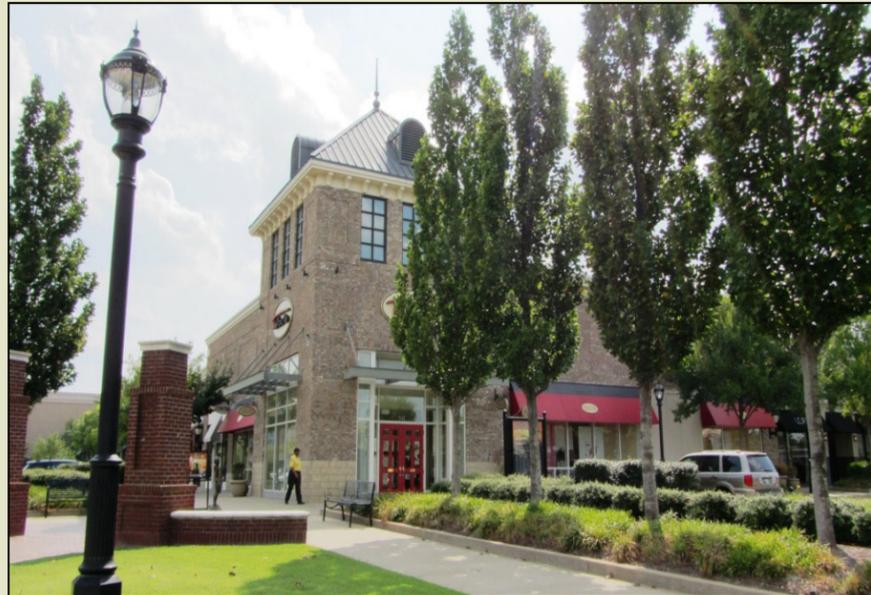
SUBURBAN COMMERCIAL

CHARACTER & INTENT

Suburban Commercial areas offer residents access to a variety of goods and services. Suburban Commercial areas often have buildings and parking areas set back from adjacent roadways, which combined with open space, provides an open appearance. These areas are primarily accessed by vehicle. Suburban Commercial place types include large shopping centers with “big box” stores and smaller retail strip centers, both typically featuring several tenants. More intense residential uses such as multifamily (residential attached, horizontal) developments are located at strategic locations and serve as transitional uses. New multifamily development shall be approved on a case-by-case basis in a manner consistent with the plan’s multifamily site criteria.

The Town requires a “nodal” approach for new Suburban Commercial development, meaning such development must be located near the designated intersection of major roads (including at least one arterial and no roadway lower than a major collector) as to curtail the linear or “strip” development of commercial uses along Town streets. Vehicle and pedestrian connectivity is encouraged between adjacent non-residential uses. Buffer zones and heavy landscaped screening measures should be used to distinctly separate Suburban Commercial development from Suburban Residential and similar less-intensive uses. New and older, underutilized developments are encouraged to develop or redevelop as Mixed-Use activity nodes that support walking between complementary land uses.

PRECEDENT PHOTOS



LAND USE CONSIDERATIONS

Primary Land Uses

Retail and commercial services, multi-tenant commercial, large-scale “big box” uses, hotels, professional offices, and senior housing

Secondary Land Uses

Civic and institutional uses, multifamily (residential attached, horizontal), townhomes (residential attached, vertical), common areas and open space

FORM & PATTERN

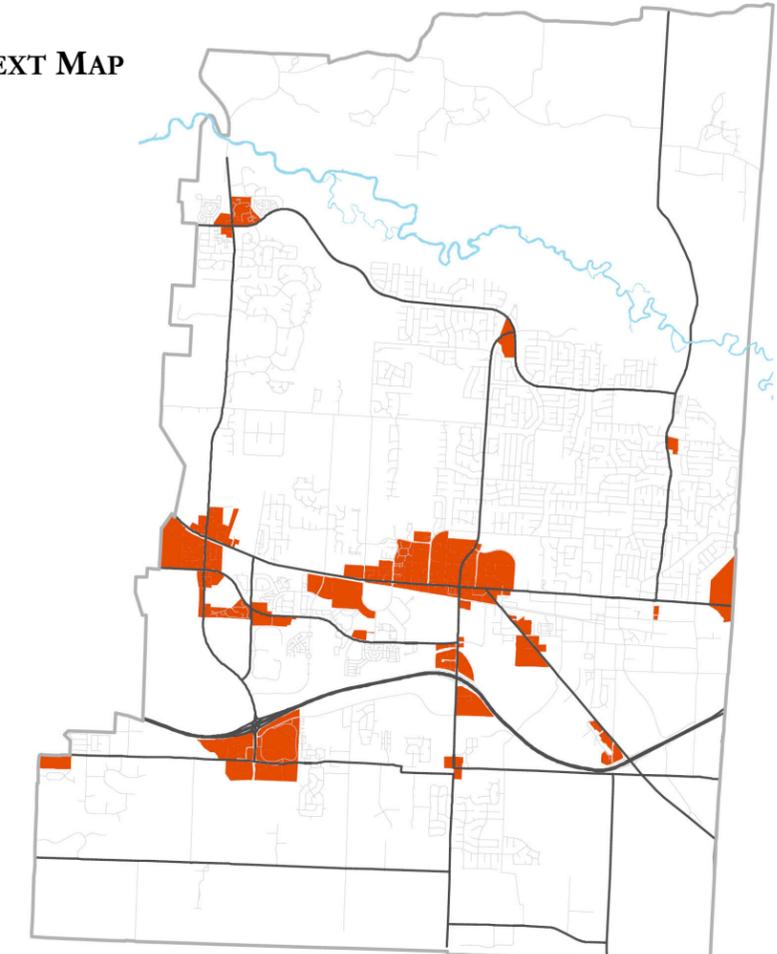
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Suburban Commercial areas:

General Development Pattern	Isolated
Residential Density*	3.0 - 8.0 du/acre (attached vert. & horizontal) (See multi-family policy on p. III-20)
Non-Residential Intensity	0.25 FAR
Building Height	1 - 6 stories
Open Space Elements	Required open space, storm water facilities as amenities, greenbelts, stream corridors

ANTICIPATED LEVEL OF CHANGE

New Suburban Commercial development is expected to be built in designated areas near the intersection of major roads. New development is also encouraged as redevelopment and infill within existing underutilized and aging Suburban Commercial areas.

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-

TECHNOLOGY/ EMPLOYMENT CENTER

CHARACTER & INTENT

Technology/Employment Center areas include research facilities, office/warehouse flex space, fabrication, storage or processing of goods and materials using processes that ordinarily do not create fumes, glare, odors, noise, smoke, health and safety hazards outside of the building in which the process takes place. These areas are typically located near major roads (Hwy. 72, Progress, Keough, Byhalia), SR-385, I-269 or the railroad. In most cases, emphasis is placed on separating buildings and outdoor activities from adjacent roadways and property boundaries. Buffer zones and heavy landscape screening measures should be used to distinctly separate these uses from less-intensive uses.

These uses, due to their utilitarian nature, should generally be afforded more flexibility in site design, architectural ornamentation, and building materials. However, high quality design standards are emphasized for the portion of any building visible from streets and other rights-of-way. Outdoor activities such as storage and loading should also be screened from public streets and other rights-of-way.

Criteria for expanding the Technology/Employment Center place type into other areas of Town on a case-by-case basis are described in this chapter (see p.III-23).

PRECEDENT PHOTOS



LAND USE CONSIDERATIONS

Primary Land Uses

Research facilities, goods/materials processing, office/warehouse flex space, repair, warehouses, storage and other light industrial uses

Secondary Land Uses

Civic and institutional uses, parks, open space, and other public spaces

FORM & PATTERN

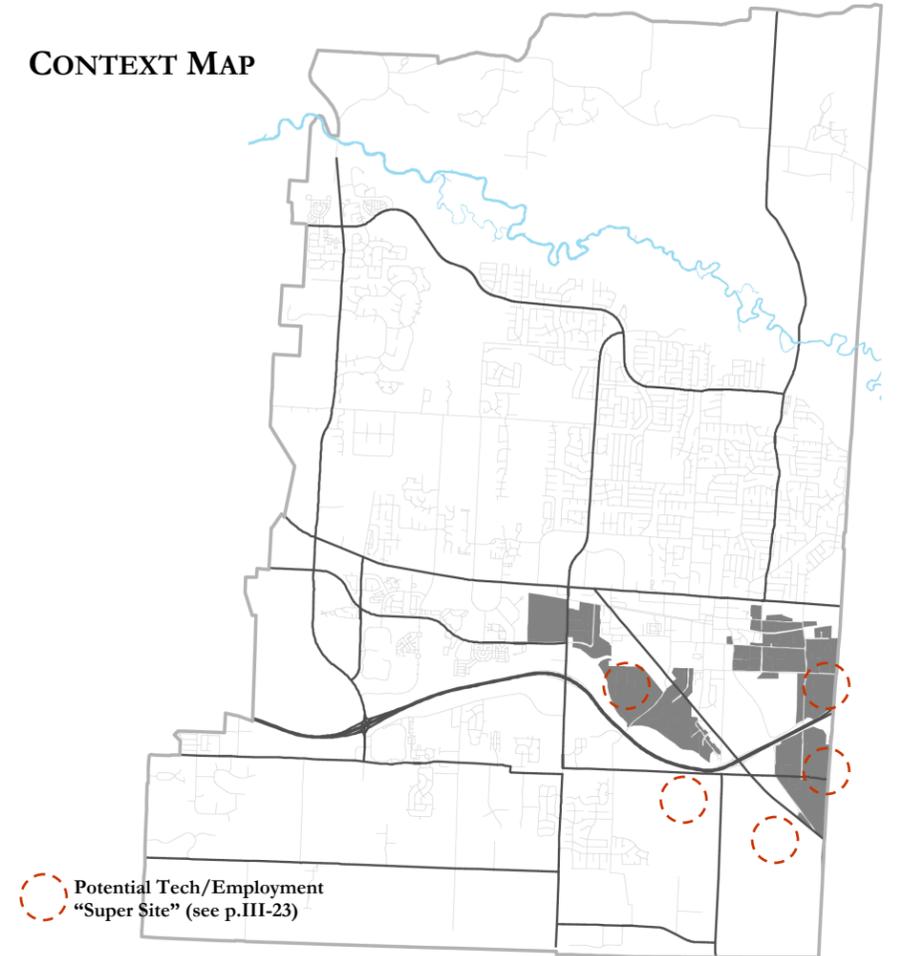
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Technology/Employment Center areas:

General Development Pattern	Isolated Uses
Residential Density	N/A
Non-Residential Intensity	0.1 - 0.5 FAR
Building Height	1-2 stories
Open Space Elements	Parks, greenbelts, required open space, stream corridors

ANTICIPATED LEVEL OF CHANGE

Technology/Employment Center areas are expected to build-out over several years. New development will be primarily oriented towards Progress Road from South Street to Shelby Drive with additional areas at US72 and Distribution Parkway and Byhalia Road between Winchester Blvd. and the railroad.

CONTEXT MAP



GREEN CORRIDOR/ INFRASTRUCTURE

CHARACTER & INTENT

Green Corridor/Infrastructure areas are characterized by floodways, floodplain areas, regional and local greenbelt trail corridors, public parks, private open spaces, conservation land, areas along streams and creeks, and public utility sites (e.g. substations, wastewater plants). The conservation of these areas serves several purposes, including to preserve open space (a long-term community value), to support groundwater recharge and water quality, and to provide an interconnected and linear system of corridors and nodal open spaces throughout the community.

It should be noted that inclusion in a Green Corridor/Infrastructure area does not convey public or private ownership, but instead is a tool to better convey to property owners and stakeholders the intended future land use and intensity. As little development as possible should occur within green corridors and attempts should be made to cluster any development outside of these areas or to allow for the transfer of development density from a green corridor area of the site to another is appropriate to protect property rights. The specific location of floodway/floodplain land is not based on site-specific mapping and is best determined via a site-specific analysis performed by a state-licensed professional engineer.

Except for development associated with parkland or civic uses, development should be limited to non-intrusive changes designed to provide public access, where appropriate. Fencerows, tree lines, woodlands, and other valuable natural and historic resources should be maintained. Stream bank restoration and protection is particularly encouraged along waterways.

PRECEDENT PHOTOS



LAND USE CONSIDERATIONS

Primary Land Uses

Parks, greenbelts, floodplains, open space, and storm water conveyance

Secondary Land Uses

Agricultural, civic and institutional uses

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 Green Corridor/Infrastructure areas:

General Development Pattern	N/A
Residential Density	N/A
Non-Residential Intensity	N/A
Building Height	N/A
Open Space Elements	Open spaces (parks, protected open space), greenbelt, stream corridors, green streets

ANTICIPATED LEVEL OF CHANGE

Green Corridor/Infrastructure areas should be preserved to the maximum extent possible. Development surrounding these areas should be strategically located to orient pedestrian activity and primary building facades such as front porches towards the green space.

CONTEXT MAP

