

SMALL AREA PLANS

As noted in Chapter 1, small area plans typically address neighborhoods, districts or corridors. Small area plans provide more detailed policies and implementation steps than the Land Use Plan.

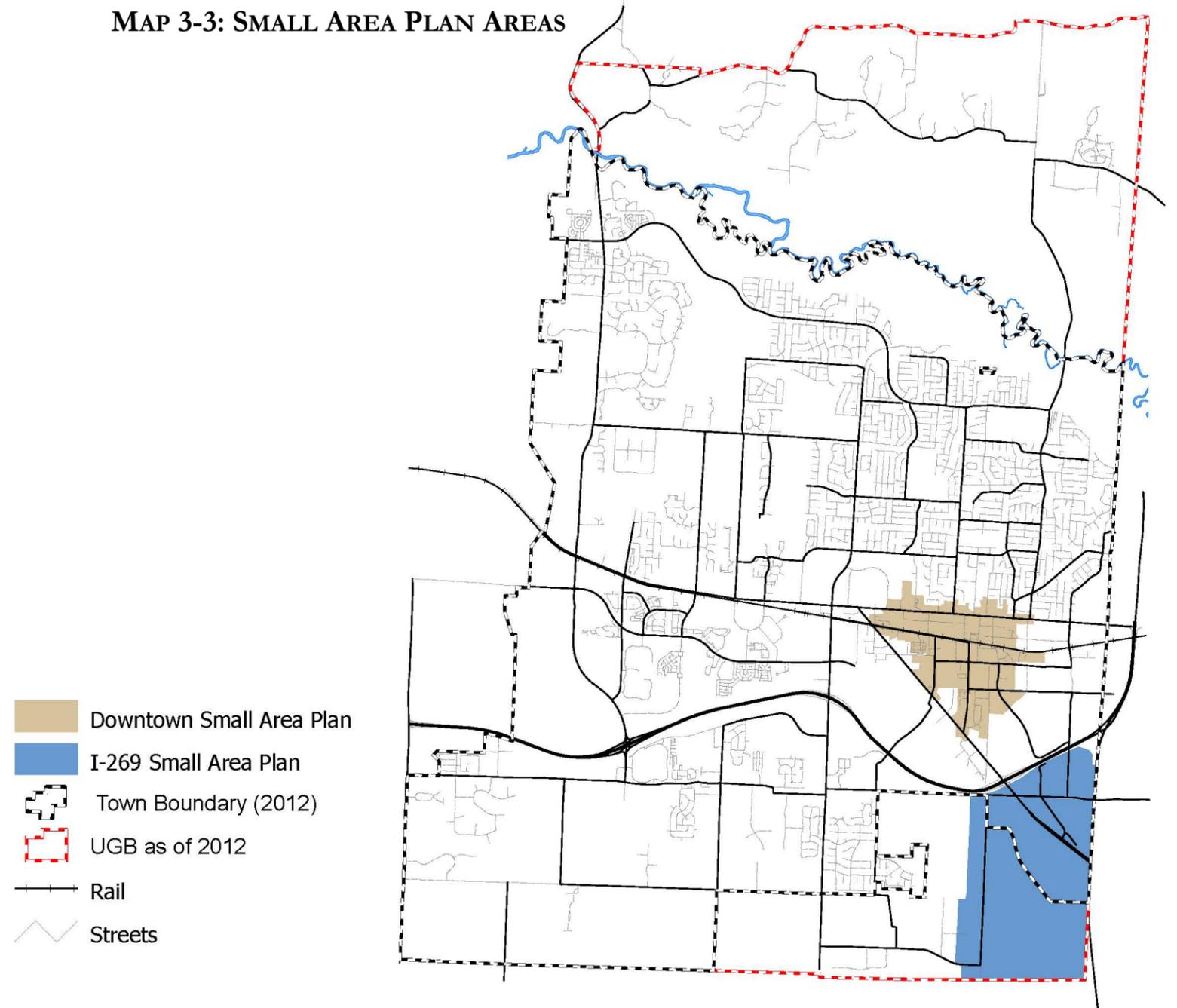
Relationship to Land Use Plan

Small area plans are considered to be a subcomponent of this Land Use Plan. If there are any conflicting policies between the Land Use Plan (as may be revised) and a small area plan, the policies contained within the small area plan shall govern.

To date, Collierville has adopted two small area plans: the Downtown Small Area Plan and the I-269 Small Area Plan. The Town may undertake other small area plans as situations warrant.

Map 3-3 depicts the areas contained within Collierville's adopted small area plans.

MAP 3-3: SMALL AREA PLAN AREAS



TRANSPORTATION & STREET NETWORK

Providing adequate transportation infrastructure to keep up with growth and new traffic demand will be one of the most important issues facing the community in the future.

The policies in this section are derived from past transportation policy efforts, such as the transportation element of the 1996 Comprehensive Plan (“Building a Future”), which included the following vision statement:

“The transportation vision of the future for Collierville is a congestion-managed, interconnected, multi-modal transportation system of rail, road, bicycle, and pedestrian rights-of-way designed to effectively, efficiently, and safely move people and goods between places of residence, work, commerce, industry, health and recreation, while preserving the historical and scenic character of the community.”

Collierville’s transportation network will be characterized by:

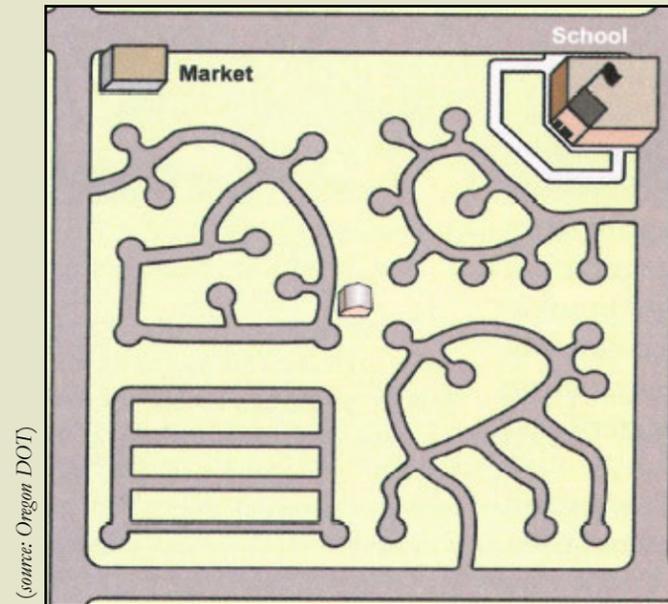
- ◇ A structure of sidewalks that connect all significant points within Town so that pedestrians have safe access to schools, community activities and businesses.
- ◇ Industrial parks with immediate access to traffic arteries leading into and out of Collierville that minimize internal street congestion caused by heavy vehicles.
- ◇ The greenbelt network interconnecting neighborhoods, schools, parks, and commercial areas and serving as an alternative form of transportation.
- ◇ Traffic managed in an effective manner and minimized through the advent of alternative transportation modes.
- ◇ Aerial and collector streets as tree-lined boulevards with landscaped medians serving as vital elements in Collierville’s public environment; and
- ◇ A system of major roads that preserve Collierville’ small town atmosphere by separation of through traffic and residential traffic with roads designed and landscaped to reflect a residential scale.

Objectives and strategies related to transportation are:

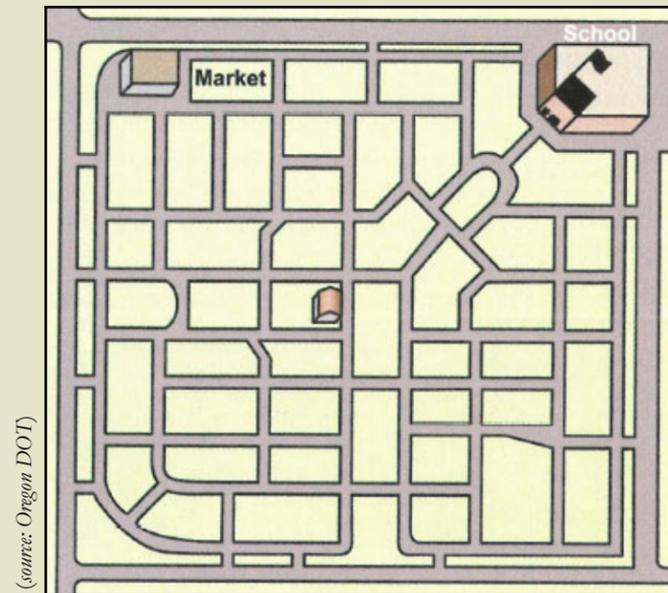
- ◇ Preserve the Town’s small town atmosphere in the design of new major roads by incorporating tree-lined boulevards and medians with public open space at the entranceways from adjacent communities.
- ◇ Foster growth patterns that reduce trip making: such as focusing future development that is both pedestrian and transit friendly.
- ◇ Control access along arterial roads by limiting curb cuts and utilizing ingress/egress easements across property frontages.

- ◇ Control access points from commercial areas adjacent to exit and entrance ramps to freeways and/or controlled access highways.
- ◇ Coordinate public transit capital improvements in coordination with the Memphis Transit Authority, such as: light-rail transit utilizing the Norfolk-Southern Railroad right-of-way with higher-density transit oriented development (TOD) along the light-rail corridor, particularly between Houston Levee Road and the Schilling Farms Planned Development.
- ◇ Provide sidewalks as an alternative mode of travel linking all neighborhoods with schools, parks and churches.
- ◇ Undertake a sidewalk building program for older neighborhoods and for access to public facilities along major corridors that do not have sidewalks by utilizing various funding programs such as the Community Development Block Grant (CDBG) program.
- ◇ Continue to implement the Greenbelt Plan as part of the Town’s overall transportation plan, and update the Greenbelt Plan periodically, as needed.
- ◇ Construct streets that provide more livable neighborhoods (e.g. decrease pavement and right-of-way widths, add medians)
- ◇ Provide for the interconnection of new neighborhoods with existing neighborhoods through the use of collector and minor (i.e. “connector”) streets to allow inter-neighborhood circulation without having to access major thoroughfares.
- ◇ Given its importance, the Town should initiate a comprehensive review of its Major Road Plan and consider amendments to its regulatory framework that:
 - Provide effective connectors that link neighborhoods to arterials thereby minimizing cut-through traffic in neighborhoods and reducing trip time and congestion (see image to the right).
 - Recommend carefully-placed and appropriately-sized major arterials with attractive medians and streetscape designs.
 - Require interconnected service drives and parking lots with new development to reduce traffic on streets.

The recommended amendments to the Town’s transportation network included in the Town’s adopted small area plans should also be incorporated into the amendment.



Street networks that discourage connectivity between neighborhoods “funnel” traffic to a limited number of travel routes, which results in increased trip times and more traffic congestion.



Street networks that provide connectivity between neighborhoods and arterial roads reduce trip times and traffic congestion while discouraging cut-through traffic by utilizing “T” intersections and similar design strategies.

ADDITIONAL GUIDELINES FOR SPECIFIC TYPES OF DEVELOPMENT

Location & Design Criteria for Multi-Family Development

Many community concerns regarding multi-family development have been related to design issues, impacts on lower-density single-family detached homes in proximity, and other adverse impacts (high concentration of Police calls, enrollment pressure on schools); however, in 2011 multifamily complexes were among the highest property tax generating properties in Town and help with providing a diversified Town-wide housing product mix. In response to the adopted goals and objectives listed in Chapter I, the Collierville 2040 Land Use Plan sets forth the following measures to provide additional timelessly designed housing variety in the community in the appropriate locations, while simultaneously protecting Suburban Neighborhoods and other low-density areas.

Multi-family housing should be confined to the following circumstances:

- Existing sites presently (2011) zoned within the Town, including currently-approved planned developments that presently have designated multi-family housing areas;
- Areas recommended for various forms of multi-family housing per an approved Small Area Plan (Downtown Collierville Small Area Plan, I-269 Small Area Plan); and
- “Live above” and other types of residential dwellings located above ground-floor non-residential uses (e.g. retail and office) and vertically-attached residential dwellings (e.g. townhouses) with fee-simple (via individually platted lots) or (clearly documented plans for) condominium ownership shall not be counted towards the maximum number of units. These types of mixed-use residential units will be calculated separately from the overall percentage of multi-family units. The Town encourages vertically-oriented mixed-use development in areas where such development is permitted.

Location and design criteria have been developed to minimize conflicts between multi-family developments and the community at large. Since no new multi-family units are appropriate other than as provided above, a site not meeting these criteria prior to 2011 may be eligible for new multi-family, but must be within areas designated for Suburban Commercial, Mixed-Use, Downtown Core, or Traditional Neighborhood development. Appropriate locations for new multi-family development must meet all of the following criteria to be considered appropriate:

- **No net gain in Multi-Family:** Applicant must provide proof via a transfer of development rights or other documentation appropriate to the Town that they have secured from properties entitled (prior to 2011) to their rights to build multifamily so that, if the new project is approved, the Town realizes no net gain in multifamily dwelling units at build-out. By following this policy, the Town-wide residential mix at build-out should not exceed 16.9% multifamily and 83.1% single-family.
- **Proximity to Major Roads:** Multi-family development should either be contiguous to a freeway (SR-385 or I-269) or have direct access to a road classified as an arterial or major collector (four-lane divided only) per the Town of Collierville Major Road Plan to avoid overloading local streets and to prevent encroachment into predominantly single family areas.
- **Proximity to Commercial Nodes:** The subject tract is located within, or adjacent to, a commercial node (e.g. Suburban Commercial, Mixed-Use, and Village Retail Place Types).
- **Avoid Large Concentrations:** Portions of Town should not develop as large concentrations and clusters of multi-family dwellings (more than 400 contiguous units regardless of ownership or property lines), but rather distributed throughout the community in a balanced manner that provides a mix of uses and densities. Unless otherwise previously approved at a higher density, multi-family development should not be developed at a gross density higher than 8.0 dwelling units per acre.
- **Limited to One Corner:** Furthermore, multi-family development shall be limited to only one corner of a major intersection, unless part of a mixed-use development where multi-family residential dwellings are located above ground-floor non-residential uses (e.g. retail and office).

APPROPRIATE
(consistent with vision)



Details such as porches add depth to the facade



Add gables and cupolas to the roof for interest



Enclose stairwells, recess units, and vary colors



Front apartments on streets with parking in rear

INAPPROPRIATE
(inconsistent with vision)

Images courtesy Dalhoff Thomas Studio



This facade includes only minimal articulation



This roofline provides only minimal interest



Open breezeway apartments are not permitted



These apartments do not front a street

LOCATION & DESIGN CRITERIA FOR COMMERCIAL NODES

Many community concerns regarding commercial development have been related to design issues, impacts on residential neighborhoods in close proximity, and other adverse impacts. Given the importance of property taxes and commercial sales taxes to the fiscal well-being of the community, it is imperative that not only are commercial developments viable but that they maintain a high standard in character as well. In order to keep commercial development viable the form, scale, aesthetics, location in relation to the street network, and its proximity to its customer base are highly important. The Town of Collierville contains several types of commercial nodes. For instance, the Carriage Crossing development is categorized as a Regional Center, which is the largest-scale node in Collierville’s commercial node hierarchy. There is not a need for an additional Regional Center in Collierville based on the Town’s size. There are several examples of commercial nodes of varying types in Collierville. The images below depict three different existing examples of commercial scale and surrounding development:

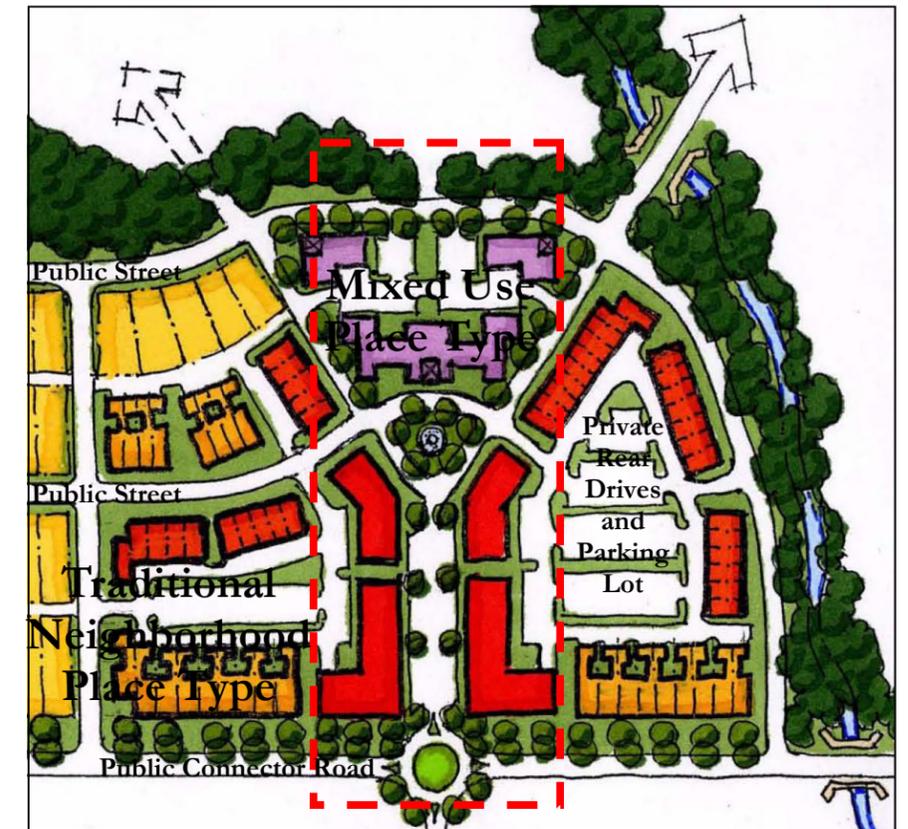
- ◇ The Square (Place Type: Downtown Core, Scale: Convenience/Destination)
- ◇ Almadale Crossing (Place Type: Suburban Commercial, Scale: Neighborhood)
- ◇ Carriage Crossing (Place Type: Suburban Commercial, Scale: Regional)

When Mixed Use Place Type Commercial Nodes are located within a Traditional Neighborhood Place Type attention should be placed on development form, compatibility of architecture, and transition of use. Attached residential units such as rear loaded townhouses or some form of open space is a great way to transition from a mixed use development to single family detached development. There are six commercial node types that the Town could support and each type is defined in the next column.

Types of Commercial Nodes:

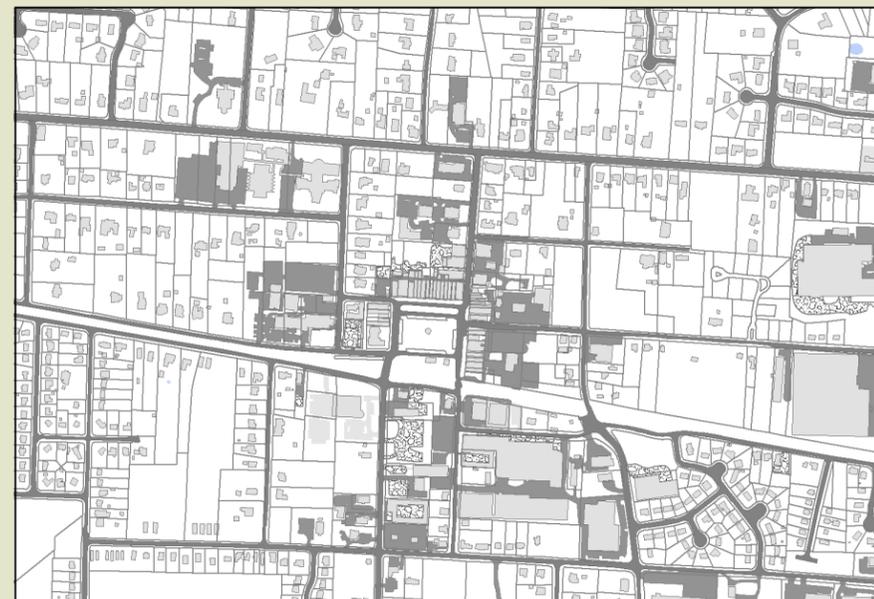
- ◇ **Seasonal Store:** A produce stand or small store with up to 2,500 sf of gross floor area, generally located in a agricultural area fronting a road indicated on the Major Road Plan or at a designated location for a farmers market or produce vendors, used for seasonal recreation or farm sales, and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

AN EXAMPLE OF A CONVENIENCE CENTER



This mixed use convenience center is located within a traditional neighborhood which includes a community green, natural features, civic buildings (purple), attached residential, and residential lots.

EXAMPLES OF EXISTING COMMERCIAL NODES



Collierville's Historic Town Square



Almadale Crossing



Carriage Crossing



Aldi's is appropriate in a Neighborhood Center



Mixed use building in a Neighborhood Center



A CVS Pharmacy in a Convenience Center

Commercial Node Type	Place Type										
	Green Corridor/ Infrastructure	Agriculture/ Rural Residential	Estate Residential	Suburban Neighborhood	Emerging Residential	Traditional Neighborhood	Mixed Use	Downtown Core	Village Retail	Suburban Commercial	Employment Center
Seasonal Store	[1]	[1]	[1]								
Corner Store		[1]	[1]		[1], [2]	[1]	•	•	•	•	•
Convenience Center					[1], [2]	[1]	•	•	•	•	
Neighborhood Center					[1], [2]	[1]	•	•	•	•	
Community Center							[3]			[3]	
Regional Center							[3]			[3]	

Footnotes:

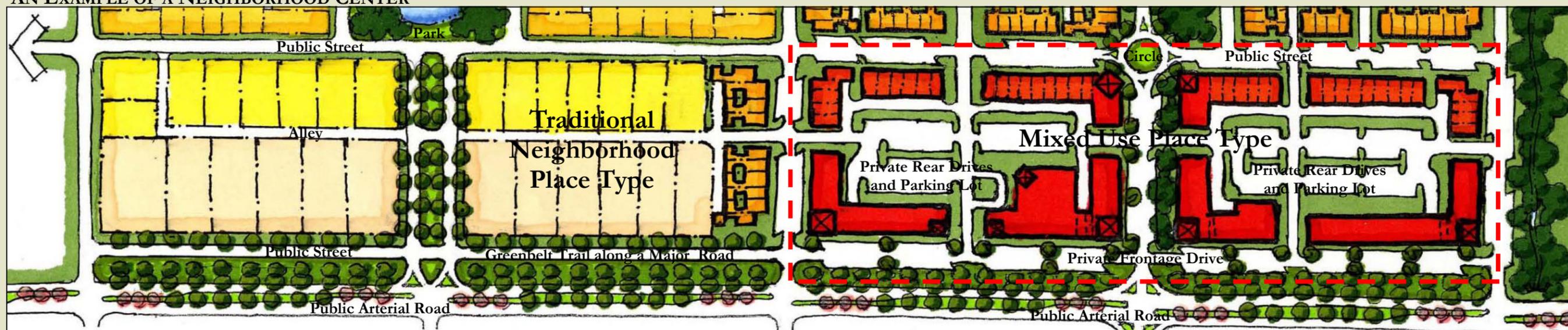
[1] - In addition to the areas identified in the Place Types Map as Suburban Commercial, Mixed-Use, and Village Retail Place Types areas, the Planning Commission may consider expanding these place types to other areas on a case-by-case basis provided the following criteria are met:

- (a) **Planned Development Required:** Proposed commercial nodes shall be master planned and recorded as part of a Planned Development (PD).
- (b) **Adequate Infrastructure:** There are adequate public facilities and services intended to serve the subject property, including but not limited to roadways, transit service, parks and recreational facilities, police and fire protection, hospitals and medical services, schools, storm water drainage systems, water supplies, and wastewater and refuse disposal.
- (c) **Proximity to Major Roads:** The proposed site has direct access to a road classified as an arterial or major collector per the Town of Collierville Major Road Plan to avoid overloading local streets and to prevent encroachment into predominantly single family areas and other less-intensive uses.
- (d) **Avoid Large Concentrations:** New commercial nodes shall be limited to the Corner Store, Convenience Center, and Neighborhood Center classification types and be substantially consistent with the applicable definition.
- (e) **Buffers and Compatibility:** In cases where a proposed commercial node is located either adjacent to, or in proximity to, residential development, the commercial development should be integrated into the fabric of nearby residential areas through special attention to facility design and scale, and adequate buffering (fencing, masonry, and landscaping). This is particularly necessary adjacent to Suburban Residential areas or other less intensive uses; however Mixed-Use and Village Retail Place Types may need less buffering due to the use of compatible building form, and the policies for these Place Types contain guidance on development form.
- (f) **Parking and service areas:** In areas appropriate for traditional development forms (Emerging Residential, Traditional Neighborhood, Mixed Use, Downtown Core, and Village Retail) parking shall be located to the rear or side of buildings with only parallel or angled on-street parking permitted. Adjacent to arterial or collector streets, parking along private frontage roads designed to resemble main streets may be appropriate on a case-by-case basis.
- (g) **Speciality retail anchors:** To provide flexibility for special users up to a 15% more gross floor area will be allowed as long as development form and design intent of the PD is maintained

[2] - If Emerging Residential is approved for a "Traditional Neighborhood" development, the guidelines for the "Traditional Neighborhood" Place Type shall be followed.

[3] - Commercial development at a Community Center or Regional Center is not appropriate for expansion beyond the areas already mapped.

AN EXAMPLE OF A NEIGHBORHOOD CENTER

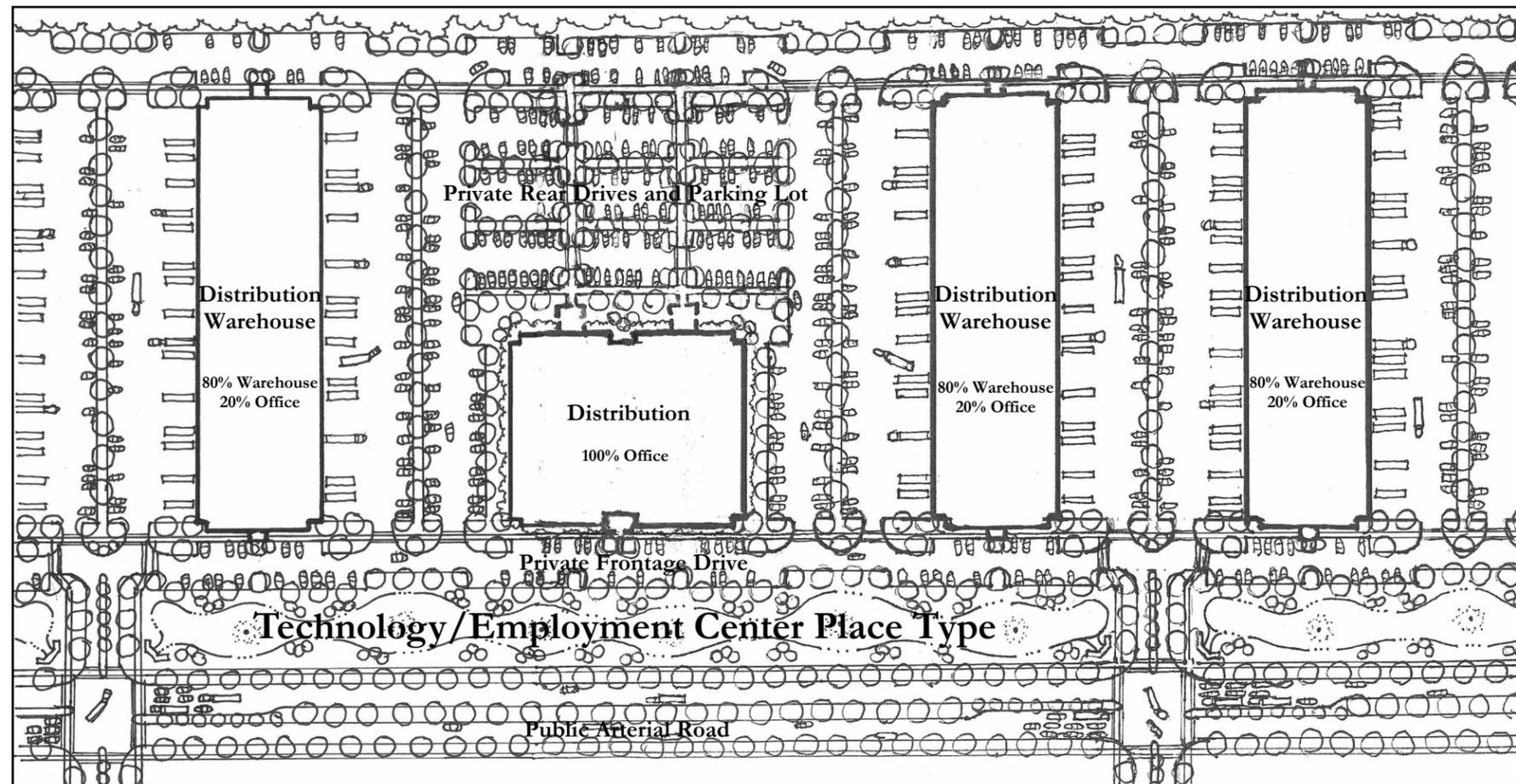


This mixed use neighborhood center (in red) is located along a arterial road at a major intersection within a traditional neighborhood which includes seamless transition in use, community greens, natural features, attached residential, and residential lots. Parking is located along a private frontage road and behind the buildings.

CRITERIA TO DESIGNATE TECHNOLOGY/EMPLOYMENT CENTER SUPER SITES

A Technology/Employment Center “Super Site” is an available site, either an individual parcel or an aggregate of parcels at least 50 acres in size, suitable for a large-scale Technology/Employment Center user or users (see the *Technology/Employment Center* Place Type for more information on recommended land uses, character, intent, and form). In addition to the areas identified in the Place Types Map (see p.III-14) as Technology/Employment Center areas, the Planning Commission may consider expanding the place type to other areas on a case-by-case basis provided the following criteria are met:

- **Planned Development Required:** Proposed Technology/Employment Center super sites located outside of designated Technology/Employment Center areas shall be master planned and recorded as part of a Planned Development (PD).
- **Adequate Infrastructure:** There are adequate public facilities and services intended to serve the subject property, including but not limited to roadways, transit service, parks and recreational facilities, police and fire protection, hospitals and medical services, schools, storm water drainage systems, water supplies, and wastewater and refuse disposal.
- **Buffer Provided:** The proposed development provides an adequate buffer from residential uses utilizing fencing, masonry, and landscaping.
- **Proximity to Major Roads:** The proposed site has direct access to a road classified as an arterial or major collector (four-lane divided only) per the Town of Collierville Major Road Plan to avoid overloading local streets and to prevent encroachment into predominantly single family areas and other less-intensive uses.



The distribution center above indicates buildings oriented so that bay doors do not face road and no more than one row of parking is in front.



Include articulation into long facades



Include street trees along surrounding roads



Pay special attention to street facing showrooms



Include island and foundation landscaping



Alter materials to help break up buildings



Minimize parking in front of buildings



Use various architectural elements along streets



Use hedges to screen parking and service areas



Vary treatments for base, middle, and top



Locate loading bays to the rear or side

LAND USE AMENDMENT POLICY

While the Zoning Ordinance, Subdivision Regulations, and Design Guidelines Manual incorporate numerous recommendations and guidelines from the Plan, there is a need to not eliminate flexibility when working with a planning document, such as a land use plan, which has a long-range planning horizon. To enhance the flexibility of the Plan and to ensure that the Plan and the Town's development standards work "hand-in-hand" over the long-term, the Town has developed a procedure for amending the Land Use Plan, and acknowledge that plan amendments in a fast-growing town like Collierville take on different forms. This ensures a higher level of predictability in the review of Land Use Plan amendment submittals, without mandating consistency. It also provides the Town an opportunity to consider the various impacts an amendment could have on the community and to evaluate the impact any amendment of the land use plan will have on the Zoning Ordinance or other regulatory standards.

Type and Frequency of Amendments

It is anticipated that amendments to the Collierville Land Use Plan could occur in one of the four following ways, each with a different catalyst and process.

- ◇ **General Updates:** annual or semiannual; to adjust policies due to rezonings or other significant land use pattern changes or external forces (such as environmental or economic factors, regulatory changes); reviewed by Planning Commission (PC); initiated by staff, the Board of Mayor and Aldermen (BMA), or PC
- ◇ **Small Area Plans, Gateway/Corridor Studies, Special Policy Issues:** as needed; intended to study a specific area or land use policy; formulated by PC as committee of a whole or a special committee depending on needs; initiated by staff, BMA, or PC.
- ◇ **Applicant-initiated Requests:** as requested; PC reviews, usually pertaining to land use policies as they relate to a specific policy, parcel, or proposed rezoning or planned development; possibly only one public meeting to make a decision; initiated usually by applicants, but the staff, BMA, or PC could also act as an applicant.
- ◇ **Major Updates:** these are rare and only happen once or twice during the life of a plan; formulated by a steering committee including one or more PC members; several public meetings necessary and various stakeholders; PC reviews.

The Basic Process for Plan Amendments

1. For Applicant-initiated Requests, applicants are required to meet with the Planning Division for a Preapplication Conference.
 - ◇ Following the Preapplication Conference, the applicant may submit a formal application to amend the land use plan in accordance with this policy.
 - ◇ The Planning Division, working with other Town department representa-

tives, will review the submittal and provide comments to the applicant.

- ◇ Following revision and re-submission of the submittal, the Planning Division shall review the revised submittal and prepare a staff report to the PC.
2. Staff will prepare map exhibits for Land Use Plan Map amendments. The map (or maps) will highlight the area subject to change with the proposed land use designation(s) indicated. A narrative from the applicant that more fully describes the proposed changes indicated on the map(s) may be required.
 3. A special committee to evaluate and/or formulate a proposed amendment to the Land Use Plan may be created.
 4. Multiple public meetings may be required by the PC or a steering committee to discuss the policy implication of the proposed amendment and to solicit input from the public.
 5. At the conclusion of the process, the PC will hold a public meeting, including a public hearing, to review and discuss the Land Use Plan Amendment and will make a decision (via a resolution) in accordance with this policy, legal requirements, and the PC's bylaws.
 6. Following adoption, the PC will certify the amendment to the BMA, which also may approve by resolution.

The Town Planner has the authority to update as-needed an application form and checklist outlining the minimum submittal requirements for an amendment to the Land Use Plan.

Land Use Plan Amendment Review Process

