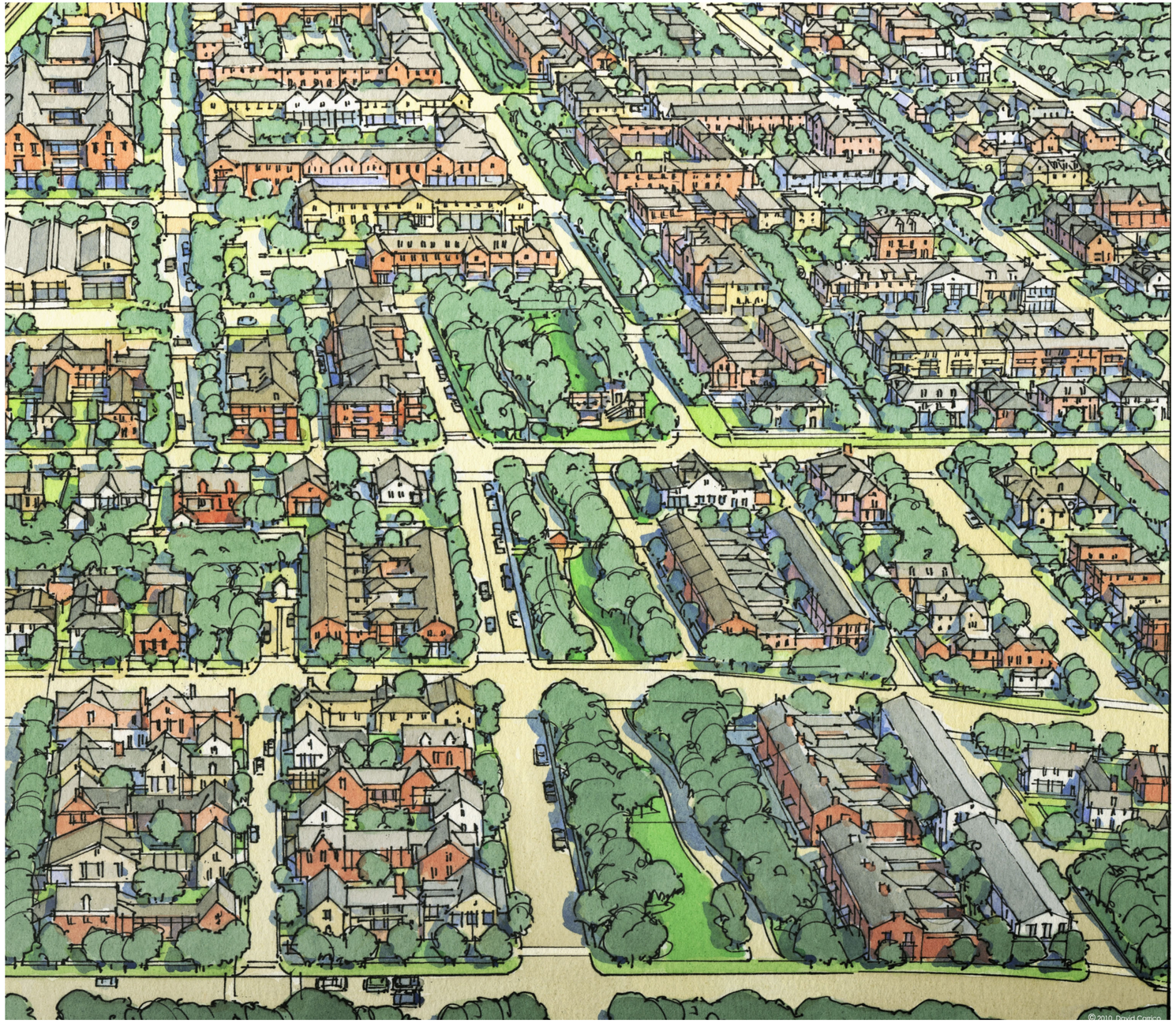
CHAPTER IV:
PRIORITIES AND ACTION STEPS



IMPLEMENTATION OF COLLIERVILLE 2040

Introduction

A key aspect of any land use plan is how it is carried out after it is adopted. This section states how the Town may best accomplish the policies contained in the Comprehensive Land Use Plan (hereafter referred to as "the Plan") through a variety of recommended actions.

Policy Direction and Land Use Decisions

The Plan should guide policy direction and land use decisions, each contributing to the desired future as reflected in the Plan. Specifically, the Plan should guide the Town in:

- ◊ defining key issues;
- ◊ recommendations from the Town's Boards and Commissions regarding land use and infrastructure decisions;
- ◊ developing recommendations for the Board of Mayor and Aldermen (BMA);
- ◊ evaluating options;
- ◊ zoning map and ordinance text decisions;
- ◊ decisions on development applications;
- ◊ budget and financial planning;
- ◊ the capital improvement program; and
- ◊ policy development and their strategic planning and annual goal setting.

The Plan should guide Town Staff in:

- ◊ writing development standards;
- ◊ preparation of capital projects;
- ◊ development of annual goals and projects;
- ◊ preparation of department budgets and program changes;
- ◊ development of policy recommendations for consideration by the BMA; and
- ◊ master planning for public facilities.

The Plan's use will result in a better Town of Collierville, which is based on the desired future of our citizens.

Next Steps

Below are action steps needed to implement the Plan, which are grouped by Guiding Principle (see also Chapter 1) related to land use. This section does not include action steps identified in Small Area Plans, such as the I-269 Small Area Plan (2009) and the Downtown Collierville Small Area Plan (2010). The policies in those plans should be individually consulted for proper implementation.

Community Designed for Uniqueness and Attractiveness:

- ◊ The Collierville Design Guidelines should be updated to strengthen guidelines related to apartments, townhouses, and condominiums, and allow for a transfer of development rights (TDR) program for existing entitlements, to better implement the recommendations of the Multifamily Policy.
- ◊ Create, in the Zoning Ordinance, minimum quality standards for single family development that would apply outside of the Historic District.
- ◊ The Collierville Design Guidelines should be improved to strengthen landscaping requirements for nonresidential parking lots and buffers between incompatible uses.

Preservation of Greenspace and Natural Areas:

- ◊ Update the Town's grading permit and tree preservation polices, guidelines, and ordinances, to improve consistency, clarity, predictability, defensibility, and effectiveness.
- ◊ Update the Town's greenbelt master plan to reflect changing conditions, recommendations of recently-adopted Small Area Plans (I-269, Downtown), and the Green Infrastructure/Corridors of the Collierville 2040 Plan.

Quality Streets with Efficient Traffic Flow:

Ensure land use and transportation policies are consistent by:

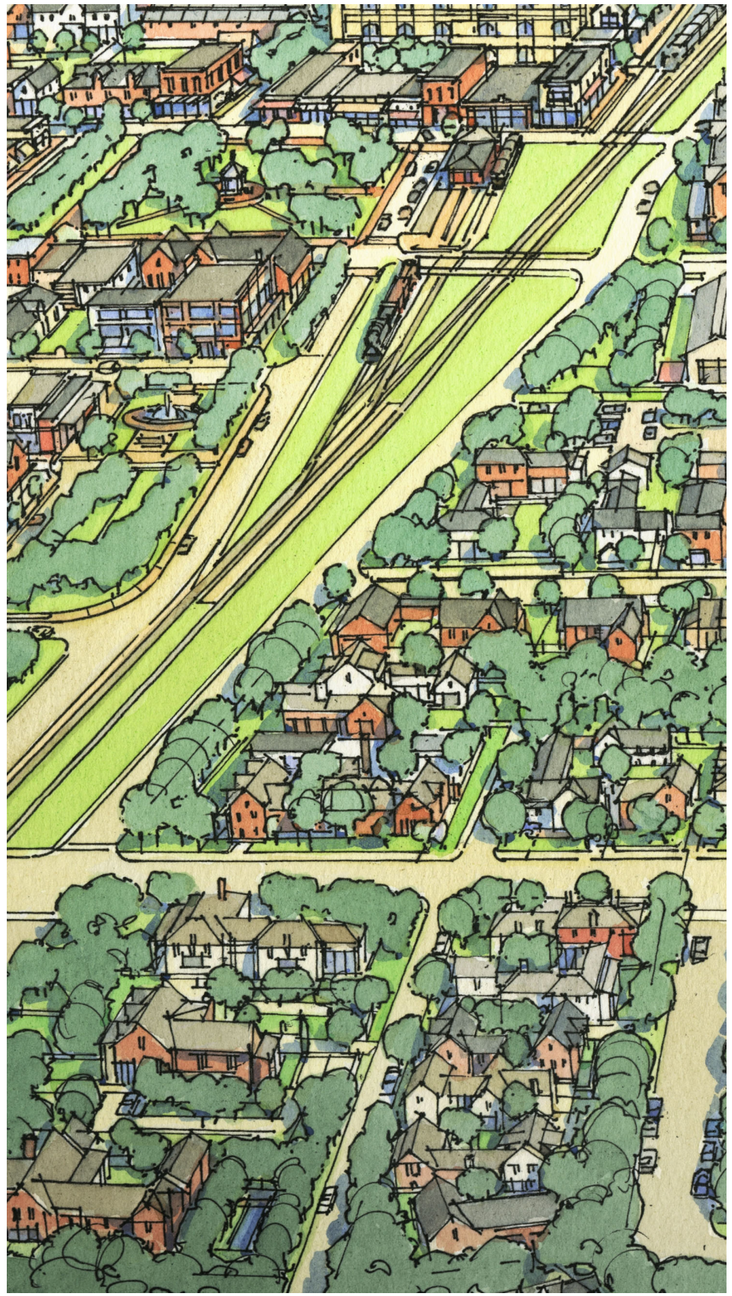
- ◊ Updating the Major Road Plan to reflect the land use policies and transportation polices of the Collierville 2040 Plan and recently-adopted Small Area Plans (I-269, Downtown).
- ◊ Updating the Town's standard street cross sections to reflect the recommendations of recently-adopted Small Area Plans (I-269, Downtown) and allow for traditional street cross sections to be available for use outside those areas.
- ◊ Creating a traffic demand model (TDM) for the entire Town and its Reserve Areas based on existing traffic conditions and future growth projected in the Land Use Plan. The TDM will be validated, or calibrated based on existing traffic counts and existing development located in identified Traffic Analysis Zones (TAZ). Future development will be projected by TAZ and the TDM will project how new trips will be distributed and flow on the Town's roadway network. The TDM will utilize level of service standards to help to determine which roads and intersections need to be improved, if new roads are needed, and the recommended timing of any improvements. These level of service standards may be incorporated into the Town's Land Use Plan as a future amendment and the TDM may be used by the Town to assess the impacts of proposed development projects. To help build the TDM, the MPO's Long Range Transportation Plan may be consulted and the TDM will also be provided to the MPO to assist it with improving its Long Range Transportation Plan.

Convenient Shopping with a Range of Retail Choices:

- ◊ Improve clarity and predictability of nonresidential zoning within planned developments. To accomplish this, revise the Zoning Ordinance and Zoning Map to make all Planned Developments a zoning district, rather than an overlay.

Expanded Local Economy – Business and Employment Opportunities:

- ◊ Improve the predictability and responsiveness of the Town's industrial areas to facilitate the recruitment of quality job-creating businesses in appropriate areas. To accomplish this, revise the use table and descriptions of the industrial zoning classifications to allow for office and office/warehouse uses in industrial areas, modernize bulk requirements, make more uses "by right" instead of requiring a Conditional Use Permit (CUP), and make a better distinction between the GI and RI districts based upon the level of infrastructure impacts.
- ◊ Improve the predictability of the Town's zoning and reduce approval processes in commercial areas.

Infrastructure and Services Concurrent with Growth and Development:

- ◊ Initiate an update to the Collierville 2040 Plan to create level of service (LOS) standards for infrastructure and municipal services.