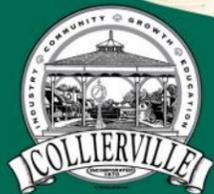




Collierville 2040: A vision for your hometown



ACKNOWLEDGEMENTS

The Collierville 2040 Land Use Plan is the product of over six months of dedication and hard work and would not have been possible without the involvement from the following groups and individuals.

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Bill Samisch, Vice-Chairman, Parks Advisory Board
Dalhoff Thomas Studio
Kimley-Horn and Associates

Many other unnamed property owners and residents interested in the future of Collierville that gave of their time and thoughts.

The Planning Commission and the Board of Mayor and Aldermen of the Town of Collierville have decided not to formally adopt its Land Use Plan by ordinance, which makes the Land Use Plan advisory in nature, and not a legally binding document, pursuant to TCA 13-4-202. The 2040 Plan is a planning document only, and its adoption shall not confer on any rights or bind the future decisions of the Board of Mayor and Aldermen, Planning Commission, Design Review Commission, Historic District Commission, Board of Zoning Appeals, or staff in the consideration of development applications, including, but not limited to, site plans, planned developments, rezonings, and various ordinances and resolutions that are regulatory in nature. In addition to consistency with the Collierville 2040 Land Use Plan, approval of development plans, ordinances, or resolutions, will be considered on their own merits for compliance with Town regulations, minimizing impacts to surrounding properties, and adequacy of infrastructure.

COLLIERVILLE 2040 LAND USE PLAN UPDATE

ACKNOWLEDGEMENTS



- I. INTRODUCTION**
- II. COMMUNITY PROFILE**
- III. FUTURE LAND USE**
- IV. PRIORITIES AND ACTION STEPS**
- APPENDICES**

COLLIERVILLE 2040 LAND USE PLAN UPDATE

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COLLIERVILLE 2040 LAND USE PLAN UPDATE

CHAPTER I: INTRODUCTION

INTRODUCTION

"Collierville 2040" is the name given to the general update to the Town's Land Use Plan. The Land Use Plan serves as the Town's general plan of development, which, as outlined in Tennessee Code Annotated 13-4-203, is to serve as a guide for "accomplishing a coordinated, adjusted and harmonious development and redevelopment of the municipality which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity and the general welfare, as well as efficiency and economy in the process of development." The Collierville 2040 Land Use Plan is intended to serve as a blueprint for the development patterns and design qualities that should be encouraged in the community. The Land Use Plan is the Town's adopted position on future land use, growth of the community, and community character. The plan provides guidance to the Town for future development, providing a basis for rational decisions regarding zoning, subdivision control, redevelopment, and related issues.

The Collierville 2040 Land Use Plan is a conceptual planning document originally adopted by the Planning Commission on March 1, 2012, and by resolution by the Board of Mayor and Aldermen (BMA) on April 9, 2012 and includes all subsequently adopted amendments through Planning Commission Resolution 2017-C (adopted April 6, 2017) and Town of Collierville Resolution 2017-16 (adopted by the Board of Mayor and Aldermen on May 22, 2017). It was the result of extensive work and visioning by numerous citizens and interested parties and the town. The plan should be interpreted as dynamic in nature and in no way vests specific development rights to specific parcels until they successfully complete the normal procedures and approval processes of the Town.

The plan is organized into four chapters:

1. An introduction to the plan, including the study area, the vision and guiding principles used to guide the plan, the planning process, and a review of local current and past studies and regulatory documents that are interrelated with the Collierville 2040 Land Use Plan;
2. A community profile of Collierville, including demographics and development trends, and a review of Collierville's built and natural environment, including public infrastructure;
3. A general land use plan for influencing the form, type, and intensity of development envisioned for Collierville; and
4. An action plan that explains the role of the plan in land use decisions and provides a detailed list of the actions needed to implement the plan, sorted by guiding principle.

STUDY AREA

The Town of Collierville, Tennessee is located approximately 18.5 miles from Downtown Memphis in the southeast corner of Shelby County. The study area is approximately 51 square miles in size and includes the Collierville town limits and the Collierville Urban Growth Boundary (UGB). The study area (see Map 1-1) is bounded by the Shelby/Fayette County Line to the east, the Tennessee/Mississippi State Line to the south.

Collierville is (or will be) served by several major thoroughfares, including Poplar Avenue, US Highway 72, Wolf River Boulevard, Shelby Drive, Forest Hill-Irene Road, Houston Levee Road, Byhalia Road, Collierville-Arlington Road, SR-385 (Bill Morris Parkway), and I-269 (planned). The Town is bisected by the Norfolk-Southern Railroad, an active freight rail line that runs east-west through the community, roughly parallel with Poplar Avenue.

Collierville's current northern town limits are bounded roughly by the Wolf River, a major waterway that runs east-west through the study area. Nonconah Creek runs east-west through Collierville in the vicinity of Bill Morris Parkway (SR-385).

In 2012, Collierville was approximately 36 square miles (approximately 23,064 acres) in size with an additional 15 square miles (approximately 9,600 acres) remaining in its Urban Growth Boundary (i.e. Annexation Reserve).

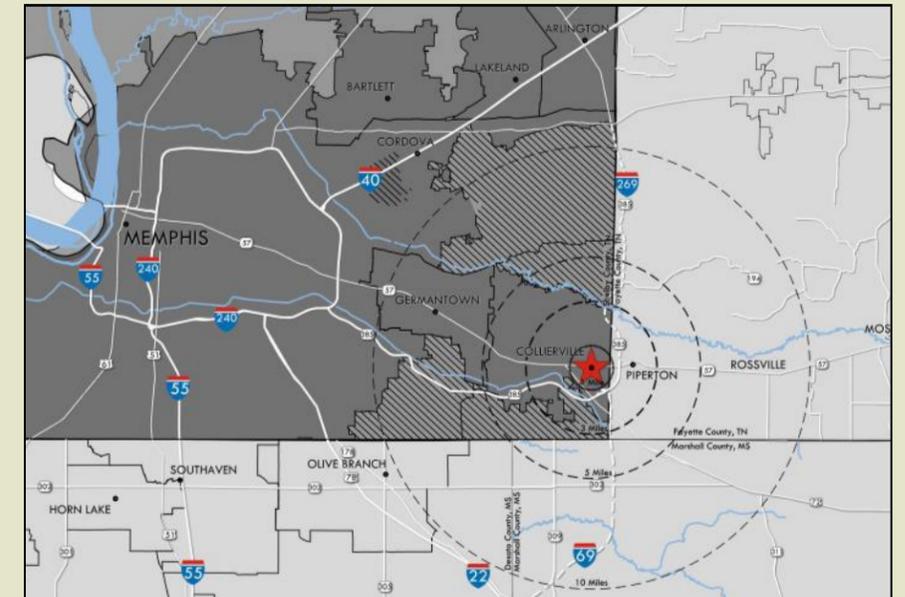
LOCATION MAPS



Regional Map



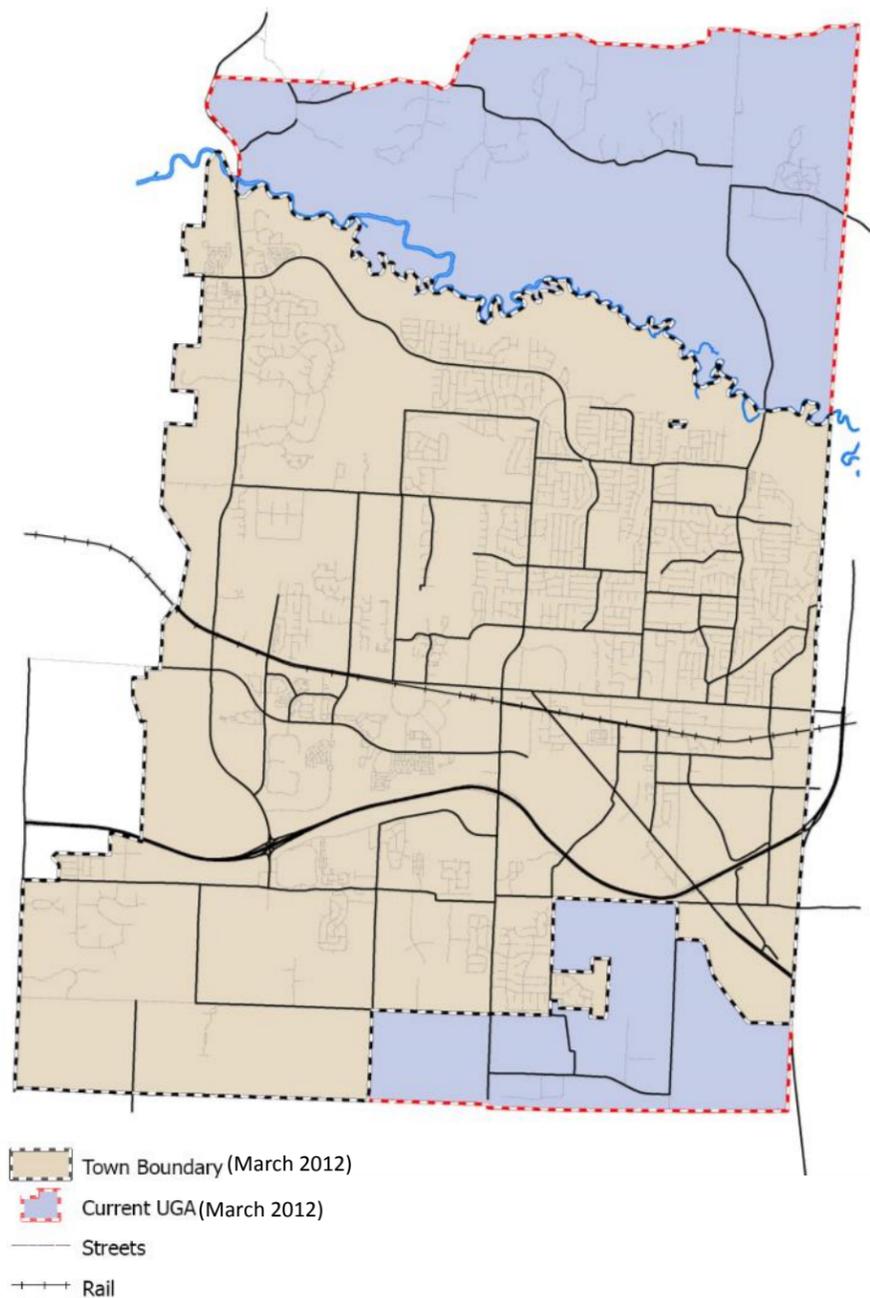
Memphis Metropolitan Area Map



Town of Collierville Area Map

Images courtesy Dalboff Thomas Studio

MAP 1-1: STUDY AREA



VISION AND GUIDING PRINCIPLES

The Vision Statement and Guiding Principles originated from a 2003 project called the “Town of Collierville Comprehensive Plan” prepared by Lyle Sumek Associates, Inc. That project involved mainly the Board of Mayor and Aldermen (BMA), but also included members of the Planning Commission (PC), Design Review Commission (DRC), and various other stakeholders as they discussed challenges facing Collierville at that point in time and in the future. Through that project emerged a general vision of the desired future for the Town of Collierville, and critical issues and opportunities to achieve that future. This vision was reviewed and updated in 2011-2012 by the Steering Committee charged with updating the Town’s Comprehensive Land Use Plan to reflect emerging trends and long-term growth and redevelopment patterns as the Memphis region continues to evolve, which were:

- ◇ increased interest in economic development, and
- ◇ a renewed focus on education as it relates to the quality of life, as it has historically affected the built environment by influencing housing demand, and how higher education can be important in economic development efforts.

VISION STATEMENT:

The vision for Collierville 2040 is that we are a desirable suburban community where:

- ◇ citizens and visitors feel safe and secure;
- ◇ people come to live, work, and play;
- ◇ opportunities are available for all generations;
- ◇ the Town continues to grow; and
- ◇ unique charm and character lives throughout our Town.

Put more simply, the vision is best described as:
 “Welcome home, your community for family living”

GUIDING PRINCIPLES:

The following will describe Collierville, Tennessee in the year 2040:

1. **A Safe Community:** Collierville has a reputation that people want to live, visit, and work there because it feels so secure. The Town of Collierville citizens, governing body, and professional staff strive to maintain this reputation. The citizenry are able to participate directly in keeping the Town safe via vibrant Citizen Academy and Neighborhood Watch organizations. The Town’s Administration and Board of Mayor and Aldermen recognize the importance of maintaining a professional, equipped, and trained Public Safety staff and thereby allocate funds and resources to do so. As a result, the Town’s Police and Fire Departments are equipped for timely responses to emergency situations and the Town provides quality emergency medical services. Safe pedestrian travel is made possible via the Town Greenbelt system and connecting walkways.
2. **A Community that Values Life-long Educational Achievement:** Collierville is a community that is known for providing life-long learning opportunities for its citizens. It recognizes the importance of providing such opportunities for cultivating the strengths of its citizens, enhancing job

skills, promoting economic development and maintaining quality of life, increasing cultural enjoyment, and affording personal enrichment. Public and private schools regionally recognized for their quality are the foundation of the community’s long-term prosperity. University and vocational education provide life-long learning opportunities for Collierville’s residents and visitors.

3. **Preservation of Greenspace and Natural Areas:** The community recognizes the importance of creating visible open space, preserving the Wolf River and Nonconnah Creek Basins and their surrounding wildlife, and protecting area wetlands and floodplains. Open spaces are visible in private sector developments due to a combination of careful development practices and Town regulations. They are visible throughout the Town due to developer contributions, Town parks, greenbelts, and the Town Historic Square. The Town’s Design Guidelines encourage a variety of tree species and plantings that will thrive in the native climate.
4. **Quality Streets with Efficient Traffic Flow:** In Collierville, traffic can move quickly and efficiently throughout the Town in addition to seamless connectivity to the Memphis metropolitan area. The Town achieves this goal by providing effective connectors that link neighborhoods to arterials thereby minimizing cut-through traffic in neighborhoods and reducing trip time and congestion. The Town has carefully-placed and appropriately-sized major arterials with attractive medians and streetscape designs (decorative lights and signals, signage, plantings, etc). Major arterials are parallel to interconnected service drives and parking lots to reduce traffic on streets. All Town roads and streets will be well-maintained.
5. **Convenient Shopping with a Range of Retail Choices:** In Collierville, the citizenry and its visitors have easy access to safe, unique, “village” type shopping. Both the Square and Carriage Crossing’s regional “lifestyle center” are so appealing they attract not only the Collierville residents, but also shoppers from outside the Town limits.
6. **Infrastructure and Services Concurrent with Growth and Development:** Proper levels of service are integral aspects of the community’s policies and dialog as it continues to grow and develop. The community has been able to meet the needs of new growth via an adequate and clean water supply, sufficient wastewater treatment/collection capacity, preventing structural flooding above the 100-year flood stage, and an efficient means of traffic flow.
7. **A Financially Sustainable Town Government:** The Town provides public services in a cost-effective way while keeping a healthy, balanced budget intact with minimal debt. The Town has a strong, increasing, and diversified tax base. Property taxes are shouldered between residential and commercial/industrial land uses. State-shared revenues from sales and income taxes are maximized by the Town’s land use patterns. In order to achieve this goal, the Town has diligently worked to cultivate a strong, diversified tax base, and has ensured that this new growth has paid for itself over the cost of development. The Town has worked to obtain State grant monies (where available) to accommodate or provide incentives for such growth via improved infrastructure and services. To remain fiscally

responsible, the Town has maintained adequate reserves to cover economic downturns.

8. **Providing a Range of Parks, Recreational Facilities, Programs:** The quality of life in Collierville has reached regional and national renown. This can be attributed to its range of parks, including the municipal campus that houses Town Hall and community parks like Town Square, Johnson, Cox, Suggs, Hinton, and Brooks. A well-planned Greenbelt system exists that connects neighborhoods throughout the entire Town to parks and public spaces that may be used for community events and festivals. Collierville’s greenbelt connects to a regional greenbelt system. A wide range of recreational and leisure programs are offered for citizens and families. Many private developments maintain their own private open spaces and neighborhood parks for use by those neighborhoods.

9. **Community Designed for Uniqueness and Attractiveness:** The following regionally renowned attributes have enticed people to live, work and visit the community:

◇ **Historic Charm and Character:** The community has stayed true to Town traditions and ensured that new growth has captured the feel and character of the Historic Square. New buildings built in the community are of high quality designs and materials. Businesses are thriving at the Square and it has seen expansion through implementation of the Downtown Collierville Small Area Plan.

◇ **Quality and Predominantly Single Family Housing Development:** The community has historically been, and will continue to be, comprised of predominantly single family households. The Town also has a carefully balanced range of housing choices for people and families of all ages, including senior housing, townhouses, condos, “loft” dwellings above nonresidential uses, and stand-alone apartments. The Town-wide number of stand-alone apartment units shall not exceed 3,532. This limitation excludes stand-alone apartment complexes that could potentially be built in the Downtown area after 2011, which would likely be smaller in size based on limited availability of vacant land and redevelopment opportunities. The Town has created standards, regulations, and adopted property maintenance codes to ensure that new housing is upscale and appealing and that older housing stock remains well-maintained and attractive. New homes are built in such a way to protect property values. Public input is encouraged whenever a new neighborhood is proposed.

◇ **Nonresidential Buildings that Meet High Community Standards:** Town staff, administration and leaders have developed, adopted, and implemented consistent standards that require new buildings to adhere to high standards. Public input is encouraged whenever Town staff and leaders review a development application, a Land Use Plan update/amendment, or a zoning map/text change. The Town Codes Division ensures property is maintained according to code regulations and timely enforces code compliance. Town regulations and guidelines have required uniformity of lighting and signage throughout the community to preserve charm and character. The community has inviting entrances/gateways through the use of appealing wayfinding signage, commercial signage, buildings, landscaping, and streetscapes

10. **Expanded Local Economy – Business and Employment Opportunities:** The community has reinforced the principle of a fiscally responsible Town government by attracting more national and regional corporate headquarters, keeping a strong FedEx presence, and increasing technologically-based job opportunities. The Town has developed a more diversified economy and is thus better insulated from national economic fluctuations. More “white collar” jobs became available through these efforts and more residents both live and work in Collierville. This job growth has led to the growth of more upscale restaurant and retail options as an indicator of strong economic development.



The Town Square and Depot



Historic Architecture at the Town Square



Collierville Town Hall



Carriage Crossing Lifestyle Center



W. C. Johnson Park



FedEx World Technology Campus



Historic Home near the Town Square



Storefronts around Town Square



Neighborhood with Attractive Open Space



Well –Designed Multifamily Development

PLANNING PROCESS

Collierville 2040 serves as an update to the 2001 Land Use Plan, which was adopted by resolution by the Board of Mayor and Aldermen on August 13, 2001. For the 2001 plan, the Board of Mayor and Aldermen appointed a Land Use Plan Committee for the purpose of reviewing the then-current plan and providing recommendations on amendments to the text and map of the plan. The committee met on a weekly basis and developed a series of recommended amendments to the “Land Use and Zoning” element of the Comprehensive Plan that was adopted in 1996. The plan included a series of trend and issue statements regarding land use and included vision and action steps for residential, commercial/office, industrial, transportation, parks and open space.

For the 2040 Land Use Plan, a Steering Committee was formed in August 2011 to provide oversight of the plan update and was comprised of residents, elected and appointed officials, property owners, and a mix of local business representatives chosen to help guide the future direction of Collierville. Several public Steering Committee meetings were held during the duration of the project, starting in August 2011 and continuing through February 2012.

Charrette Week and Public Forums

The public planning process for the 2040 update to the Land Use Plan started with a community “kick-off” open house meeting held on August 16, 2011 to receive initial community feedback about the current Land Use Plan, the plan’s guiding principles, to provide an overview of the planning process and for staff to learn what changes the community would like to see.

To help identify perceived needs in the community, a questionnaire was presented to the public at the August open house, as well as to the Steering Committee at their first meeting and to attendees of charrette week. Staff received several completed questionnaires, which included responses to questions about needed land use and quality of life improvements.

An integral part of the planning process was a week-long design charrette held between September 19-22, 2011, at the Harrell Performing Arts Theatre. A “charrette” is a consensus-building technique that is used by many professional disciplines, including the fields of architecture, landscape architecture, and urban planning and design. The charrette was held in order to expedite the plan-making process, to best utilize creative technical support, and to improve the potential for quick consensus on policy drafts, maps and supporting images. Charrettes serve as a way of quickly generating a design

solution while integrating the aptitudes and interests of a diverse group of people. Collierville’s Charrette Week was a collaborative session in which a group of designers and planners drafted a solution to the “design problem” at hand, which was to create maps and images out of the ideas from the visioning efforts and of previous planning efforts. During the charrette, there were focus group meetings on storm water, floodway and floodplain issues, public infrastructure, public services, parks and open space, traffic and future transportation needs, the real estate market, and economic development, in addition to meetings with stakeholders and members of the public.

The week culminated in an open-house unveiling of planning efforts, and the Steering Committee spent the subsequent months digesting the results of that week and providing direction to Town staff for the development of this plan. A sub-committee consisting of several members of the Steering Committee held a public meeting on January 12, 2012 to discuss and provide feedback regarding a draft version of the Maximum Gross Residential Density Map included in Chapter 3 (Map 3-2).

Stakeholder Interviews

The project team members conducted numerous one-on-one interviews with key project stakeholders throughout the planning process to gather background information. They obtained a variety of perspectives on Collierville’s growth and development issues, proposed amendments, and the findings of the 2001 Land Use Plan and past planning efforts.

The Steering Committee recommended approval of this plan at its meeting on February 21, 2012. The Planning Commission held a public hearing at its March 1, 2012 meeting regarding adoption of the plan. The Board of Mayor and Aldermen held a public hearing and adopted the plan by resolution (Resolution #2012-09) on April 9, 2012.

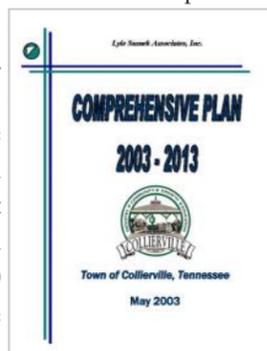


PLANS, STUDIES, AND POLICIES

The Collierville 2040 incorporates and is influenced by several other official plans, studies, and policies that impact planning efforts in the Town, including (in no particular order):

Collierville Comprehensive Plan: 2003-2013

In 2003, the Town of Collierville Board of Mayor and Aldermen adopted the Collierville Comprehensive Plan (also referred to as the “2013 Comprehensive Plan”), which provides a vision of what kind of community Collierville wants to be in ten years with guiding principles to achieve the vision. The 2013 Comprehensive Plan has been used to guide policy direction and town investment decisions since its adoption in 2003. The plan’s vision and guiding principles were adapted by the 2040 Plan’s Steering Committee for this project and are included in Chapter 1 of this document.



Building A Future (1996 Comprehensive Plan)

Adopted in 1996 after a two-year planning process, the Building a Future Comprehensive Plan was the result of a community visioning effort led by five separate subcommittees covering: Community and Economic Development; Land Use and Zoning; Transportation; Environment, Parks and Recreation; and Municipal Services and Public Safety. Each subcommittee developed a set of trend and issue statements for their respective study areas and, ultimately, vision statements and objectives and strategies were developed to provide guidance to Town policy makers. The Land Use and Zoning element from this plan served as the basis for the 2001 Land Use Plan. The 2040 transportation policy, derived from this plan’s Transportation element, can be found in Chapter III.

Urban Growth Boundary Plan

The Planning Commission and Board of Mayor and Aldermen adopted the Urban Growth Boundary Plan in 1999. The Urban Growth Boundary Plan was adopted to direct the planned, efficient, and orderly growth and development of Collierville and developing areas immediately surrounding its existing corporate limits. Adoption of the plan coincided with the preparation and adoption of the Shelby County Urban Growth Plan, which identifies urban growth boundaries for each municipality, identifying lands currently within the municipal boundaries, as well as those intended for future annexation and growth. The future land use recommendations included in Collierville’s Urban Growth Boundary Plan were later incorporated into the 2001 Land Use Plan.

Zoning Ordinance and Subdivision Regulations

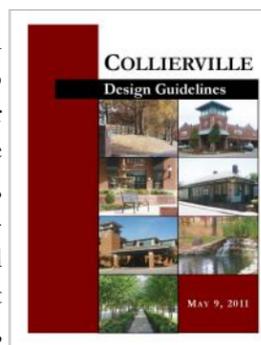
Development within Town limits is regulated by the Collierville Zoning Ordinance and Subdivision Regulations. Collierville’s Zoning Ordinance (along with the Official Zoning Map) is a legal instrument that defines the permitted land uses, bulk regulations, off-street parking, and signage regulations for property within Town limits. The Zoning Ordinance, via the Floodplain Ordinance, also regulates development in FEMA designated floodplains. Subdivision Regulations provide for right-of-way dedication, block size requirements, sites for parks via parkland dedication requirements, and set out an appropriate lot pattern for new developments. Subdivision Regulations, along with the oversight by Town officials, assure that public infrastructure and private development will be well integrated. The current version of the Subdivision Regulations was adopted in 2009.

Small Area Plans

Rather than the entire Town and UGB, small area plans typically address neighborhoods, districts or corridors. They are usually undertaken to address specific problems or opportunities. Small Area Plans are adopted as amendments to the Land Use Plan and, when in conflict, supersede the recommendations of the Land Use Plan. Small area plans provide more detailed policies and implementation steps than the Land Use Plan. Additional information regarding the Town’s adopted small area plans can be found in Chapter 3.

Design Review Guidelines

Initially adopted in 1994, the Town’s current Design Review Guidelines document was updated in 2006 and 2011. The design guidelines serve as a guide for development and redevelopment within Collierville and cover site layout, preservation of site features, architectural character with respect to height, materials, scale, style, compatibility with surroundings, and relationship to streetscape, parking areas with respect to orientation and layout, plantings, and screening, landscaping, fences and screening, pedestrian circulation, elements of signage, and lighting.



Historic District Design Guidelines

Similar to the Design Review Guidelines, the Historic District Design Guidelines serve as a guide for work within the Town’s local Historic District. First developed in 1992, a comprehensive amendment to the Town’s Historic District Guidelines was prepared and adopted in 2002. Guidelines are provided for residential buildings and commercial buildings, from new development to rehabilitation, signage, building demolitions and relocations, and streetscape improvements.



Comprehensive Preservation Plan

Adopted in 2000, the Comprehensive Preservation Plan provides strategy for addressing Collierville’s future historic preservation challenges. The recommendations in the plan are based upon the history and historic resources in the area, analysis of economic and public policy that impact the historic district and public input received during the planning process. The plan provides a framework for historic preservation in Collierville.

Major Road Plan

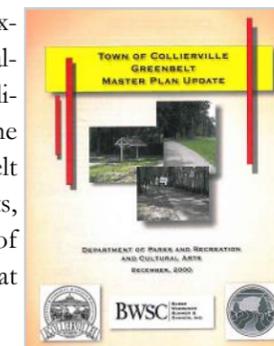
Originally adopted in 1988, the Major Road Plan recommends improvements to the Town’s surface street network. The recommendations included lane and right-of-way width requirements. The plan has been amended periodically, most recently in March 2012.

Long Range Parks & Recreation Comprehensive Master Plan

Collierville Parks developed its Long Range Parks & Recreation Comprehensive Master Plan between 1997 and 1998. The purpose of the Master Plan is to guide the preparation for current and future recreational needs of the citizens of Collierville. The Master Plan provides guidance regarding future property, programs, facilities and the direction for Collierville Parks.

Collierville Greenbelt Master Plan Update

In 2001, the Town of Collierville updated its existing Collierville Greenbelt Master Plan, originally adopted in 1994, to address changing conditions in the community. The plan provides the locations of existing and proposed greenbelt routes, route types, dimensional requirements, design standards for trails, and identifies points of interest, such as existing parks and schools that are to be linked by the system.



Wastewater Studies

The Town of Collierville’s Public Services Department undertook studies to determine the design required for the municipality’s sewer network to accommodate additional growth in the southern portions of the Town and its Urban Growth Boundary (UGB). The future development intensity assumptions included in the studies set acceptable density levels to adequately provide sewer service to the community, and therefore, are instrumental in determining the development intensities that can be permitted via the Town’s land use planning, zoning, and subdivision regulations. The Southeast Wastewater Planning Study was completed in 2007 and the Southwest Sewer Study was completed in 2008.



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.

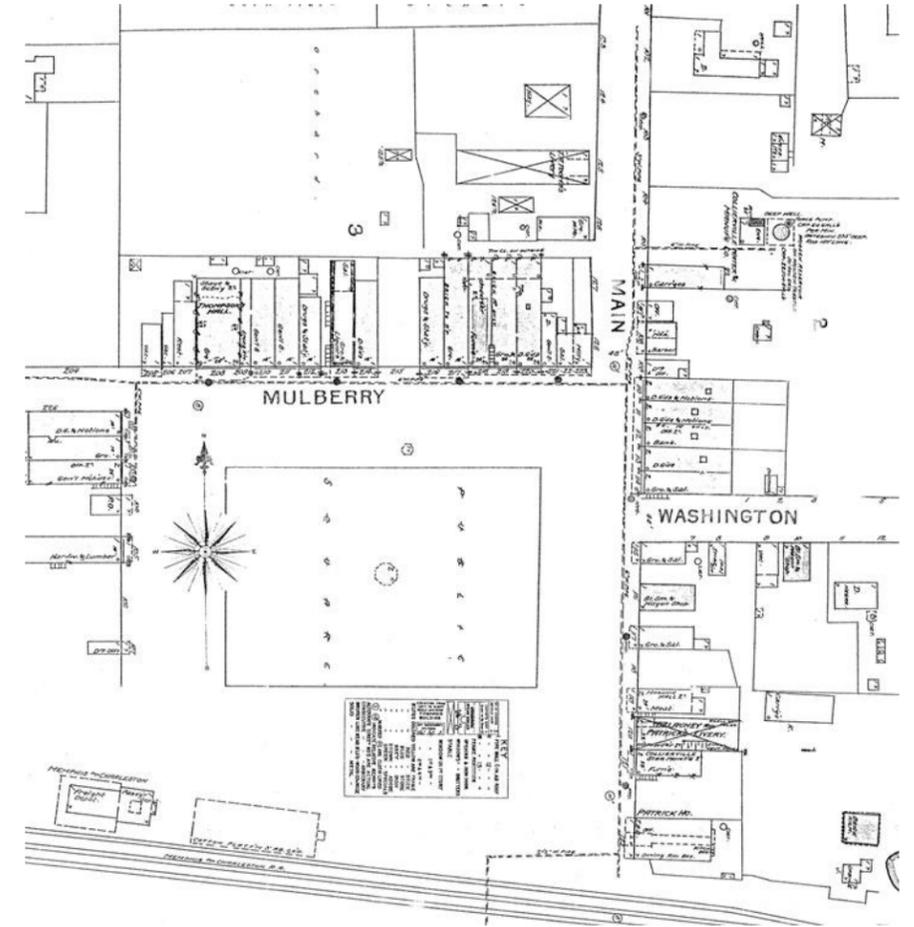
Following World War II, Collierville began to experience rapid growth as the Greater Memphis region expanded rapidly. The Town's population grew from 1,153 in 1950 to 2,020 in 1960. The Town's residential growth stimulated commercial and industrial development. In 1962, the Town's first shopping center 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 easternmost 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)

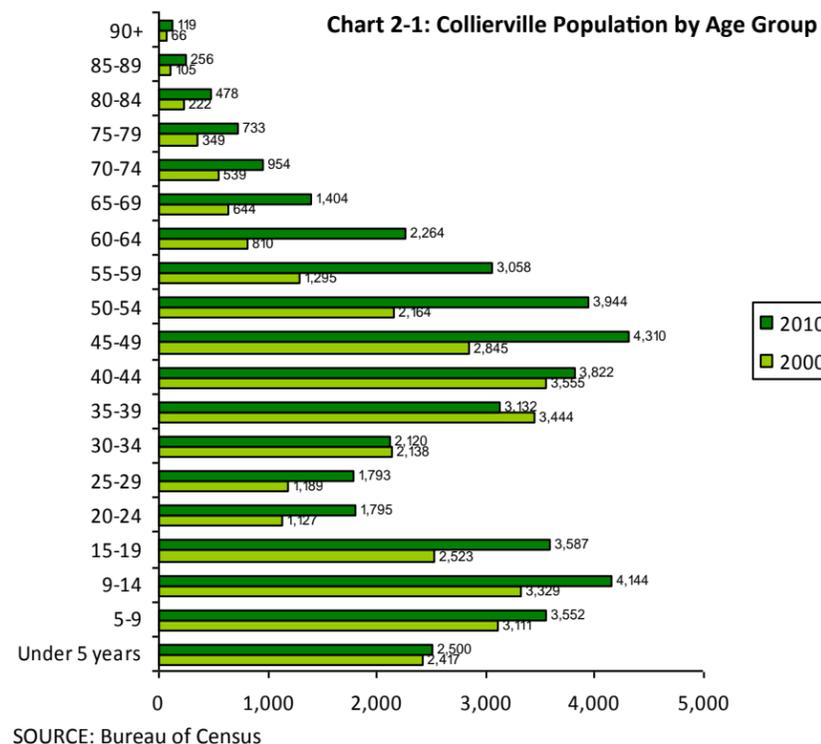
	1990	2000	2010	20 YR CHANGE (1990-10)
Arlington	1,541	2,569	11,517	647.4%
Bartlett	26,989	40,543	54,613	102.4%
Collierville	14,427	31,872	43,965	204.7%
Germantown	32,893	37,348	38,844	18.1%
Lakeland	1,204	6,862	12,430	932.4%
Memphis	610,337	650,100	646,889	6.0%
Millington	17,866	10,433	10,176	-43.0%
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 has recovered in recent years as evidenced by sustained permit activity for single-family detached and attached dwellings (duplexes and townhouses) and spikes in in 2012 and 2013 of stand-alone apartments and various forms of group quarters .

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%
2012	355	244%
2013	649	82%
2014	142	-78%

SOURCE: Collierville Development Dept.

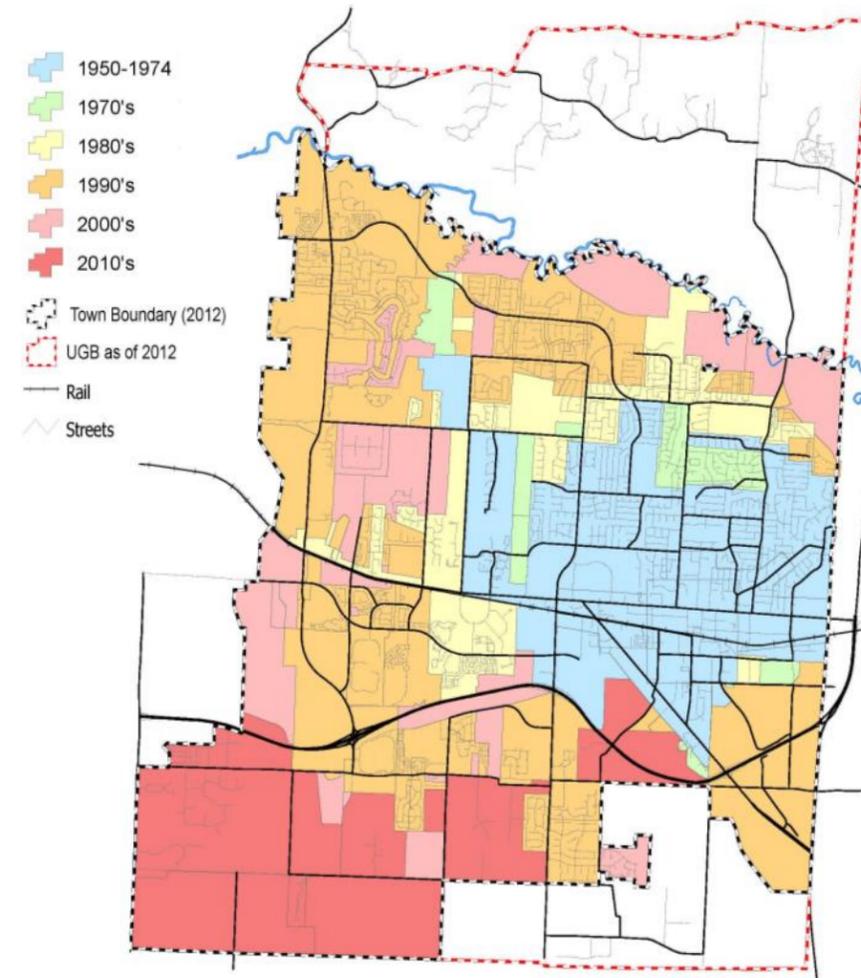
*Includes all types of dwellings: single-family detached and attached, stand-alone apartments, and group quarters.

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.

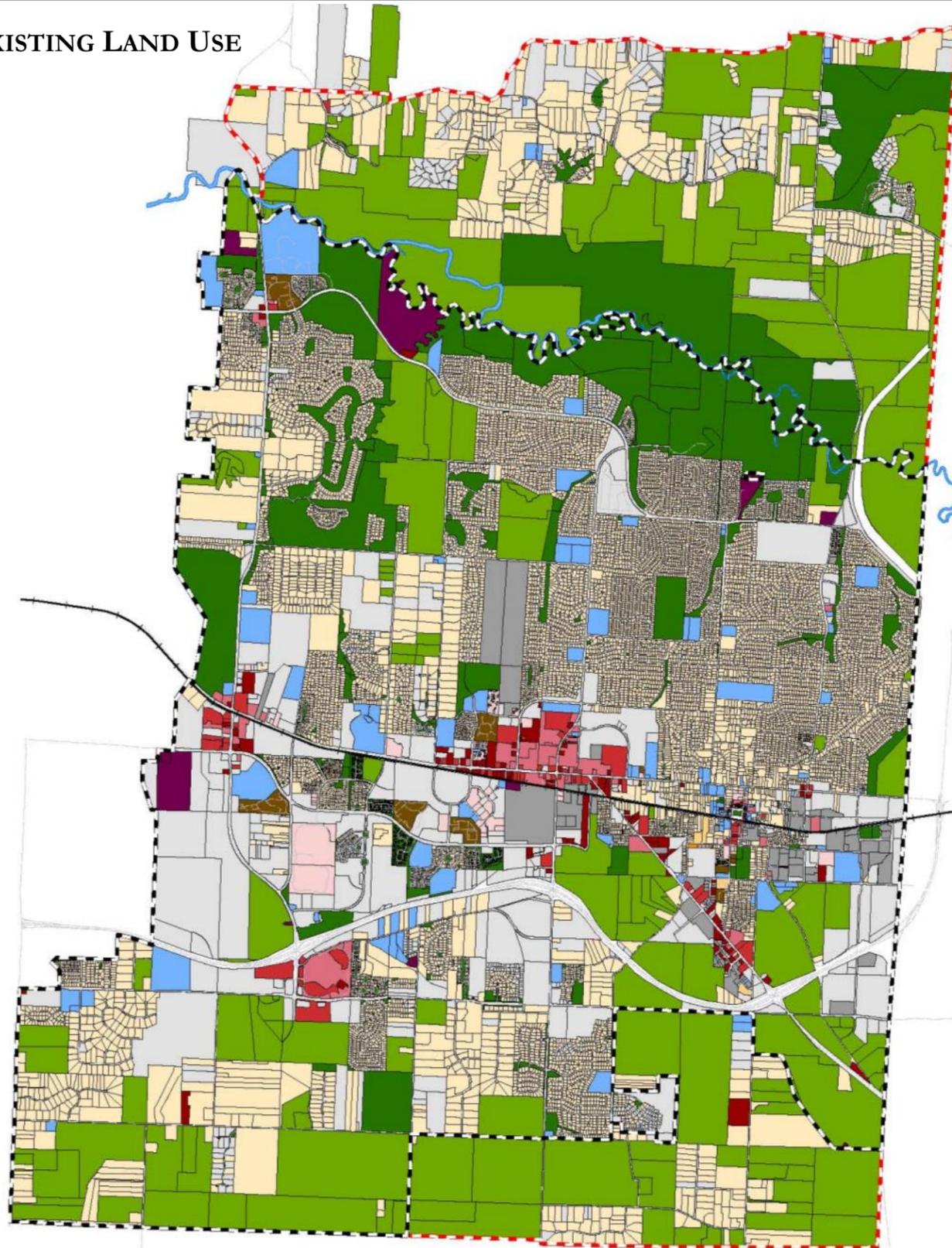
Table 2-5: Existing Land Use for Collierville and Collierville UGB

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

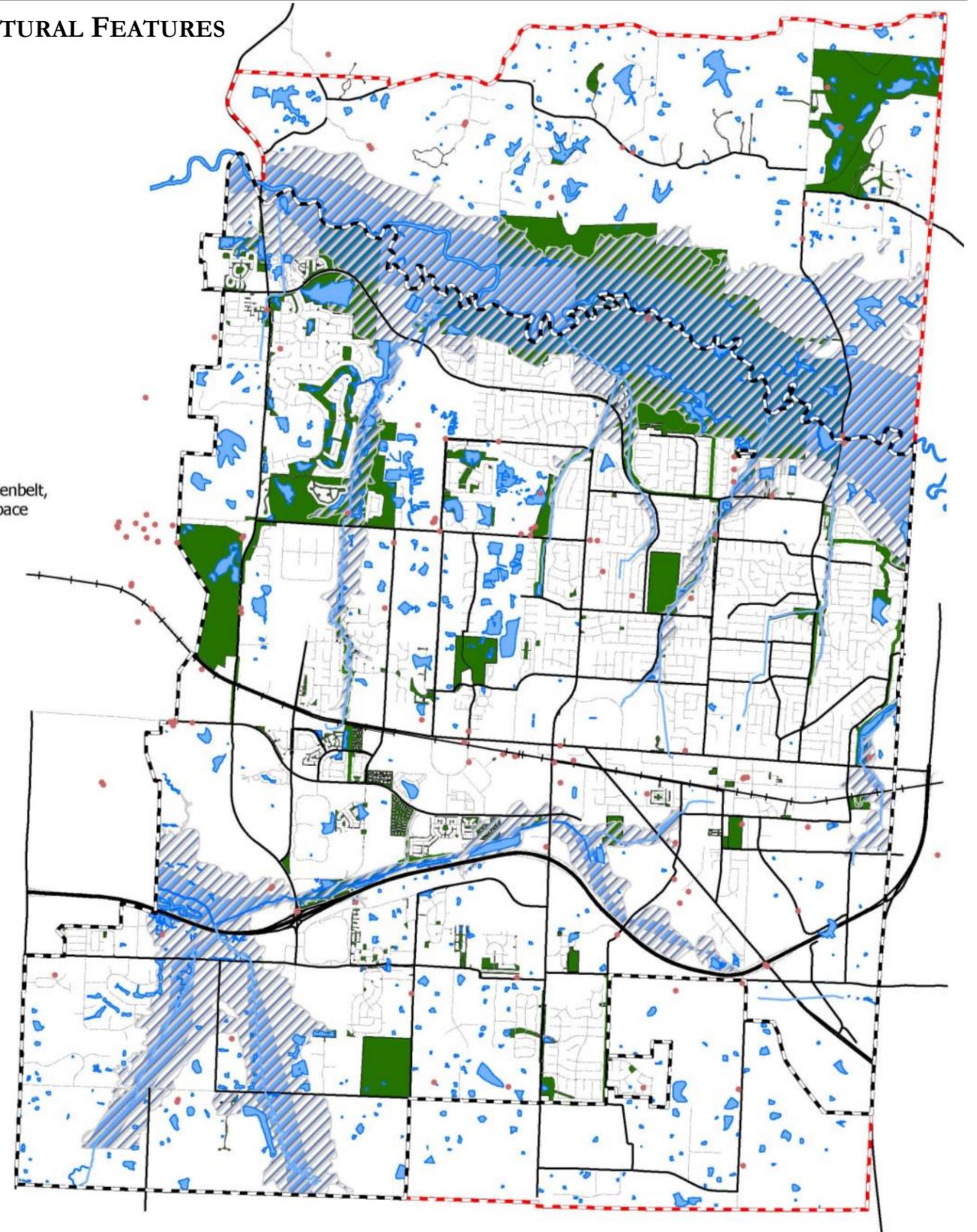
The protection of ground water which supports public water supplies is of vital importance to the Town of Collierville. These public water supplies represent a substantial investment that would be extremely expensive, if not impossible, to replace if their source of water were to become polluted. While 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

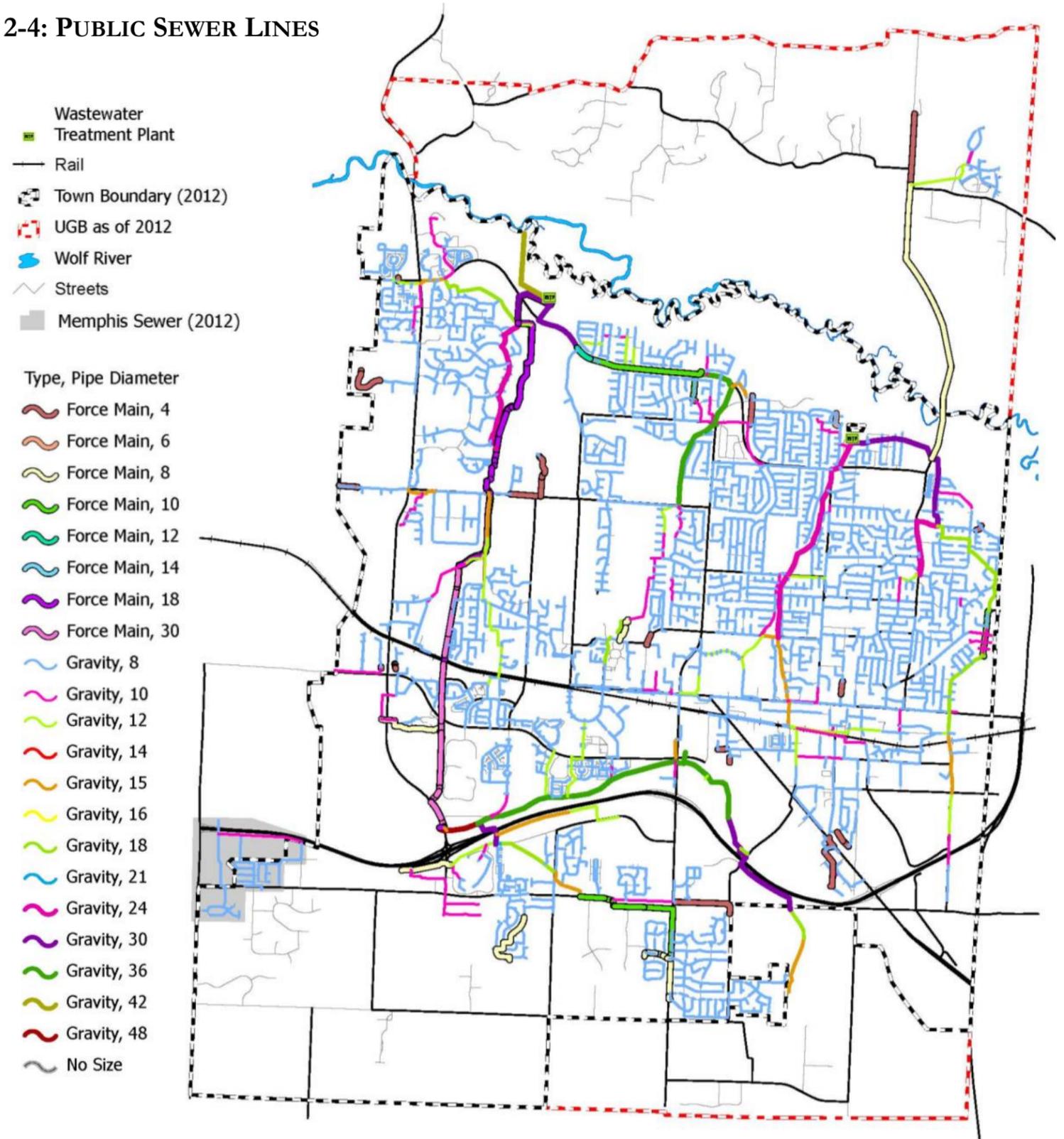
Wastewater treatment services are provided primarily by the Town of Collierville with a portion of properties south of Poplar Avenue along the western edge of the study area provided by service by the City of Memphis under a cooperative agreement with the Town of Collierville. As of 2012, there were 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.

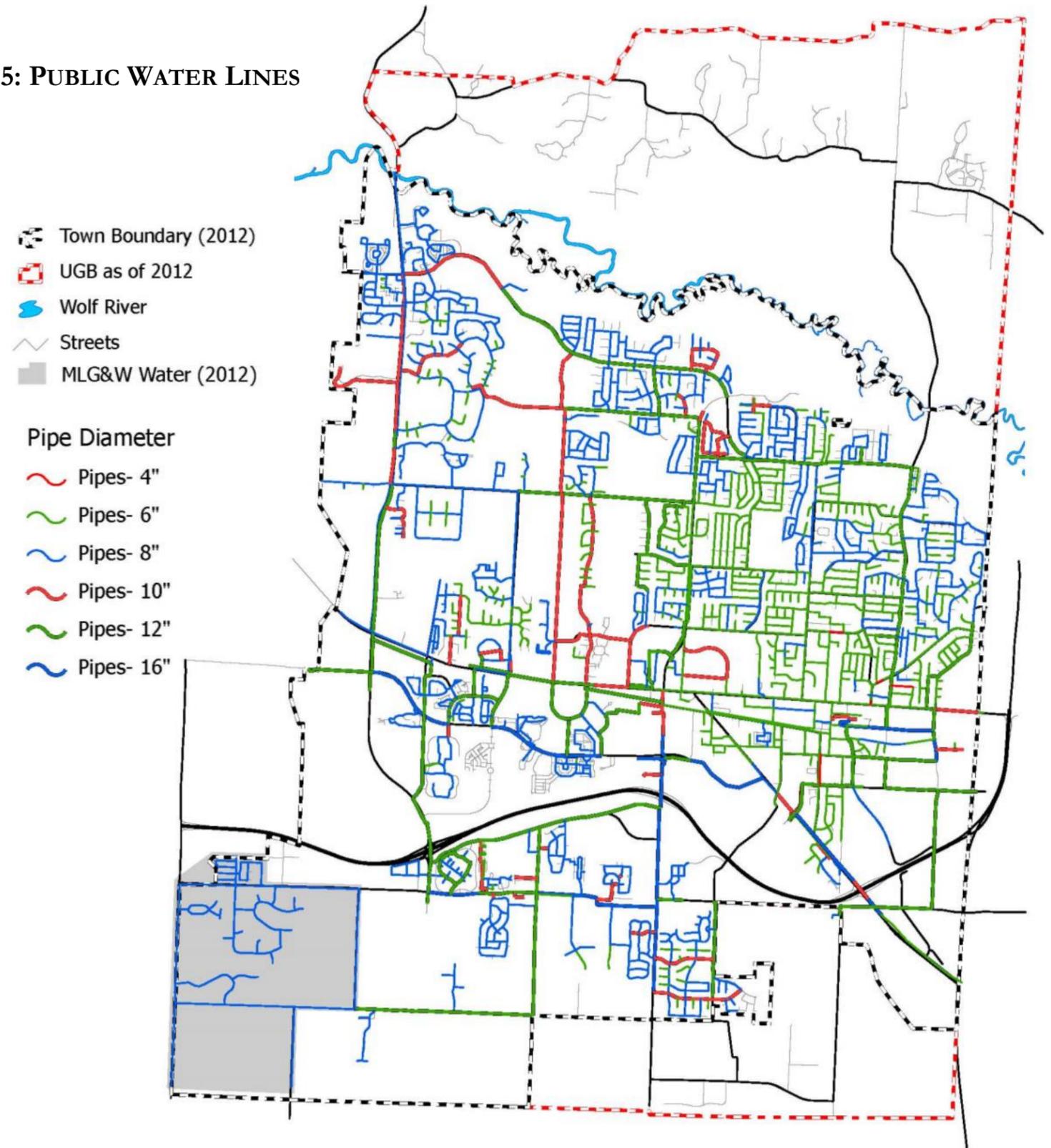
The capacity of the Town's water plants is sufficient with a current peak demand of 17 million gallons a day (MGD) and a capacity of 23 MGD.

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



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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

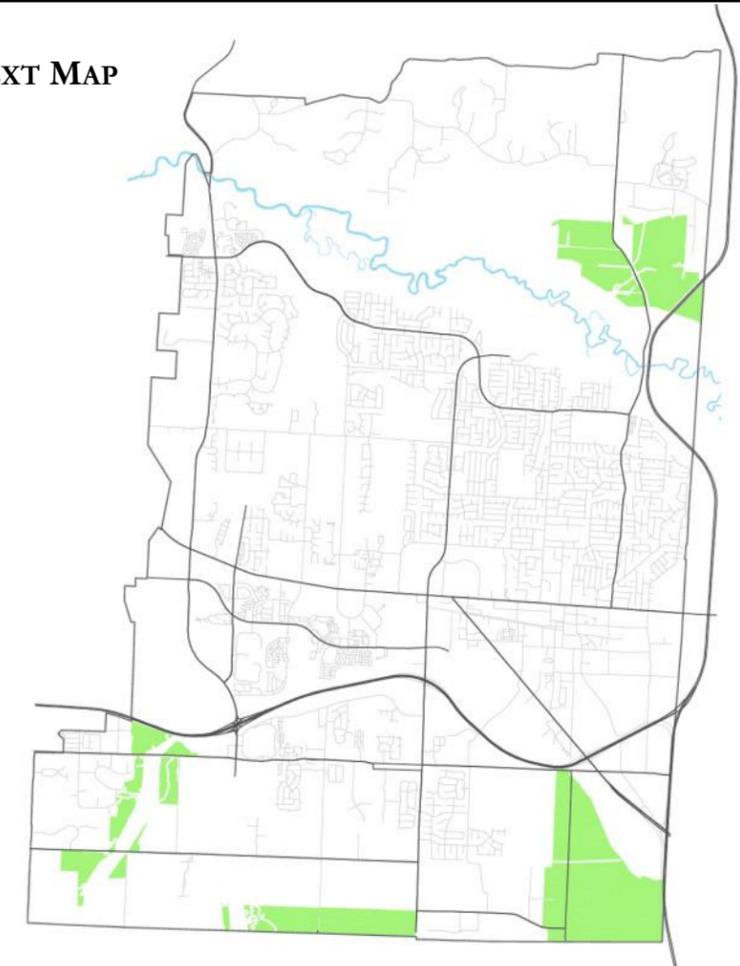
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Agricultural/Rural Residential areas:

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 properties.

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

PRECEDENT PHOTOS



FORM & PATTERN

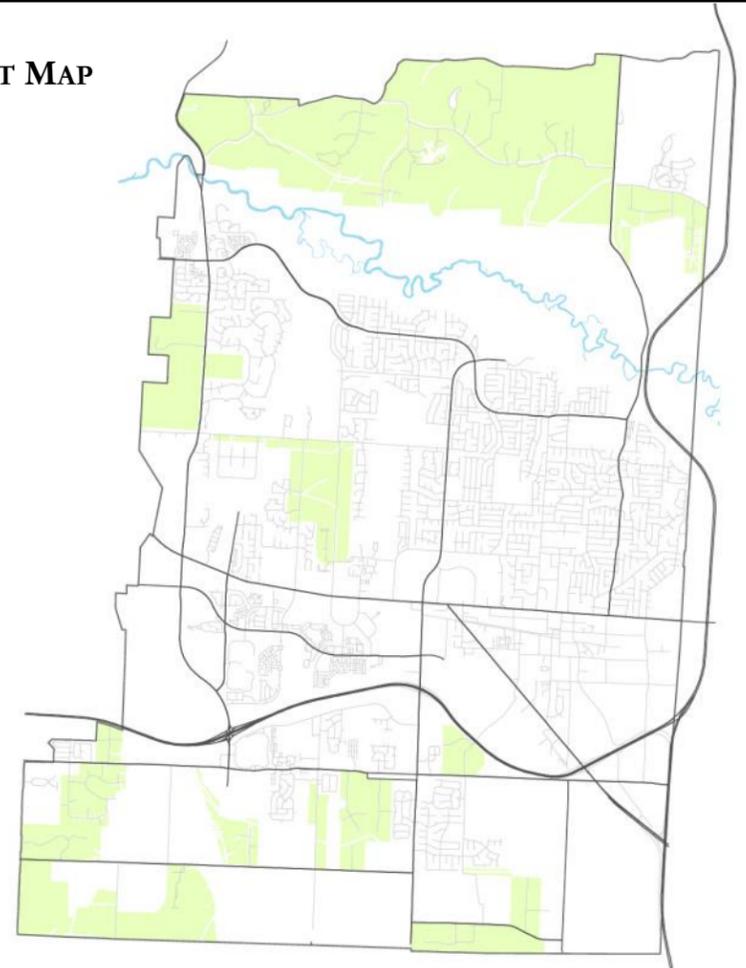
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Estate Residential areas:

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



* 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 properties.

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, open space, parks, greenbelts, and other public spaces

FORM & PATTERN

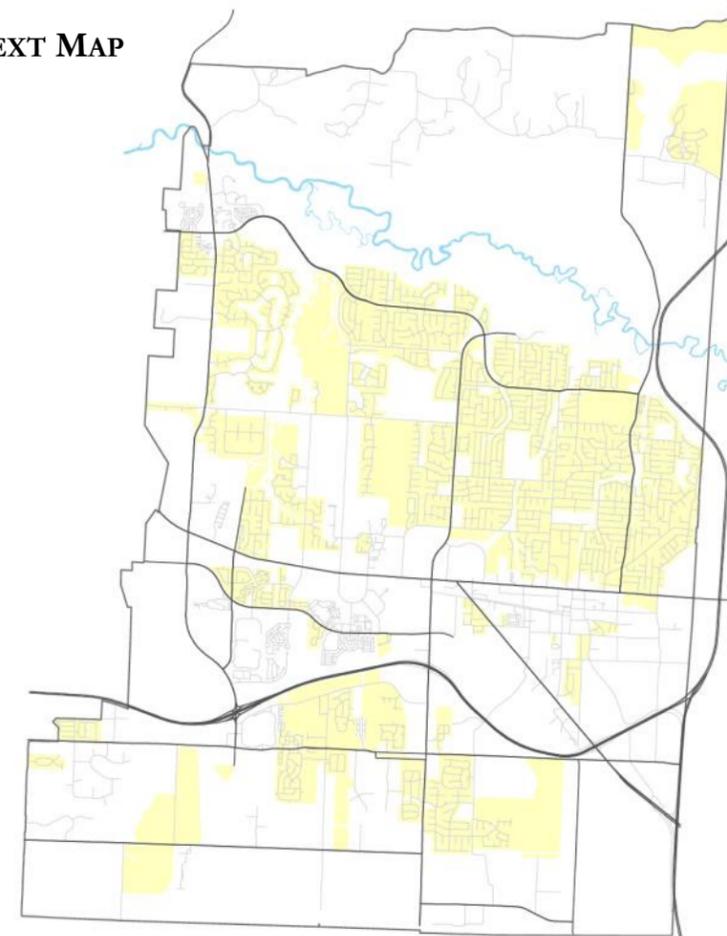
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Suburban Neighborhoods:

General Development Pattern	Isolated Uses
Residential Density*	1.0 - 3.63 du/acre (single family detached) (see also Stand-Alone Apartments 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 development in Suburban Neighborhood areas should be limited to single family development on remaining properties. The R-1 and R-1A Zoning Districts are appropriate to implement the Suburban Neighborhood Place Type policies, provided such subdivisions are at a density and scale comparable to existing nearby development. R-2 And R-2A Zoning Districts may be appropriate on a case-by-case basis to serve as a transition in lot size and widths or to allow for additional design flexibility where topographical constraints exist. Future expansion of the R-3, R-3A, R-4 Districts in Suburban Neighborhood Areas is not appropriate unless part of a new Planned 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 properties.

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 properties.

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 properties.

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

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 properties.

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

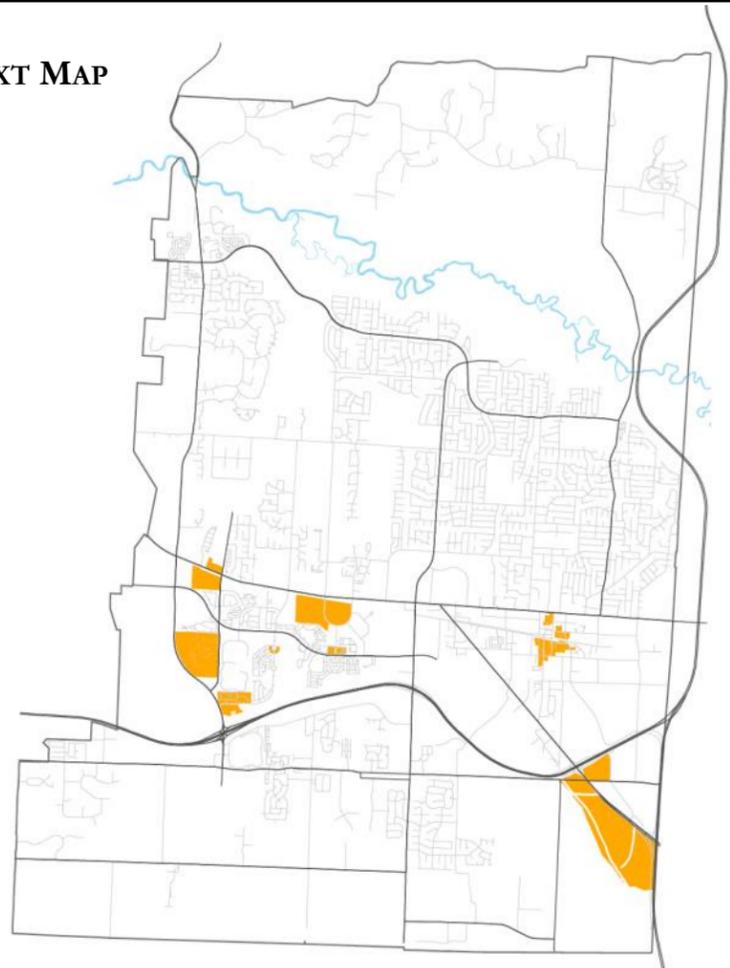
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Mixed-Use areas:

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



* 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 properties.

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. 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

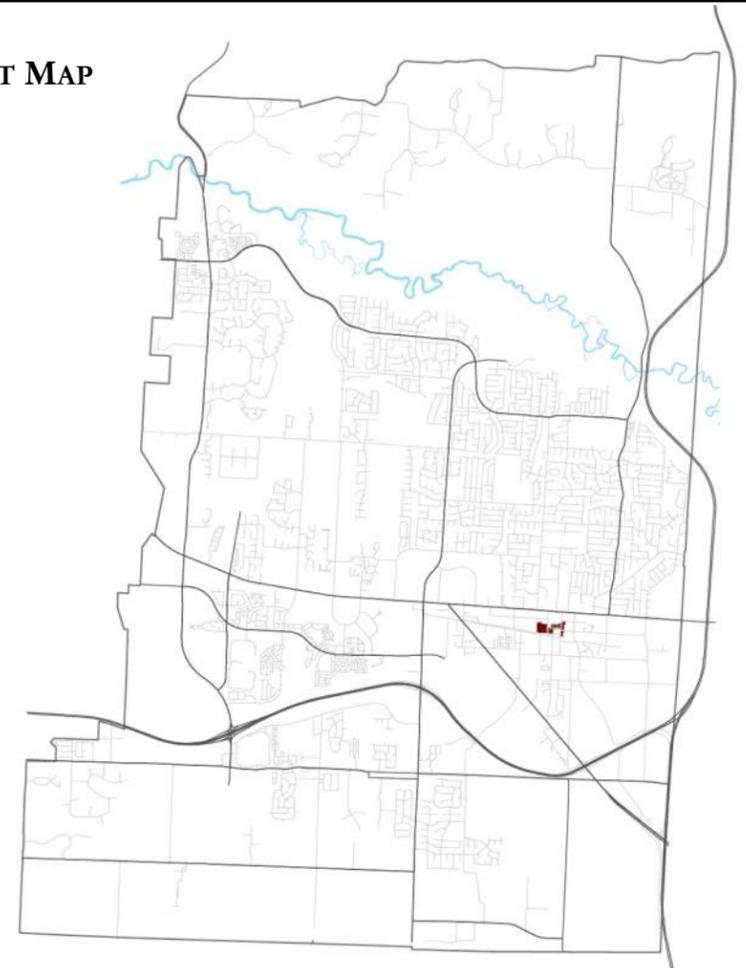
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with the Downtown Core:

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 properties.

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

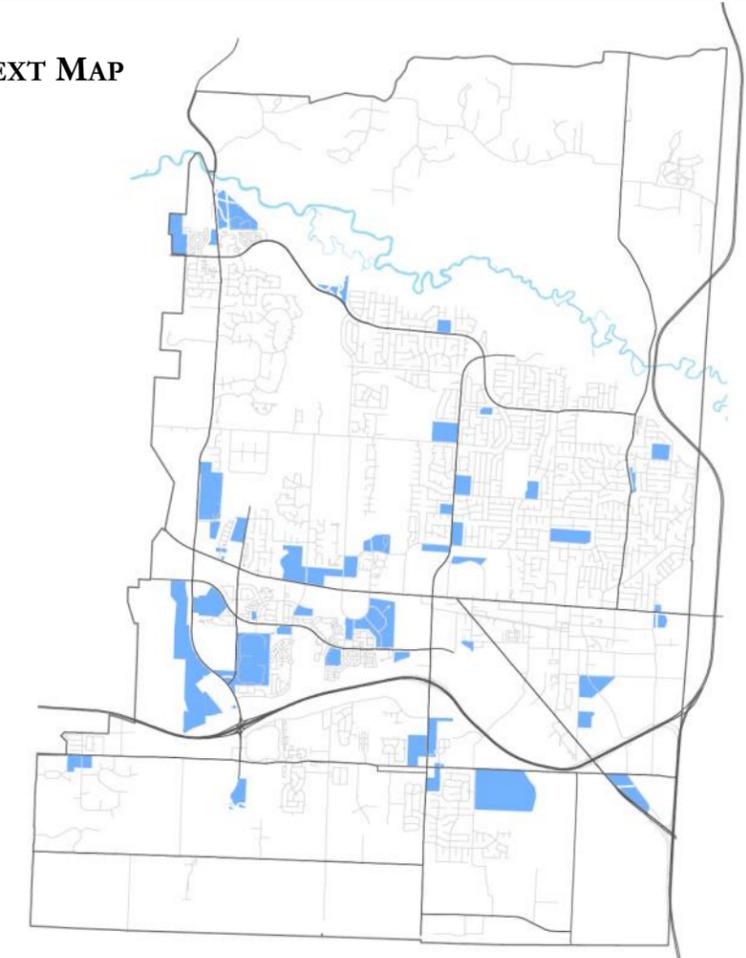
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Office/Institutional Campus areas:

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 attached dwellings (duplexes, condos, townhouses, standalone apartment complex, etc.) developments are located at strategic locations and serve as transitional uses. New attached dwellings shall be approved on a case-by-case basis in a manner consistent with the plan’s standalone apartment complex site criteria (see p.III-20).

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 complimentary 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, stand-alone apartments (residential attached, horizontal), townhomes and duplexes (residential attached, vertical), common areas and open space

FORM & PATTERN

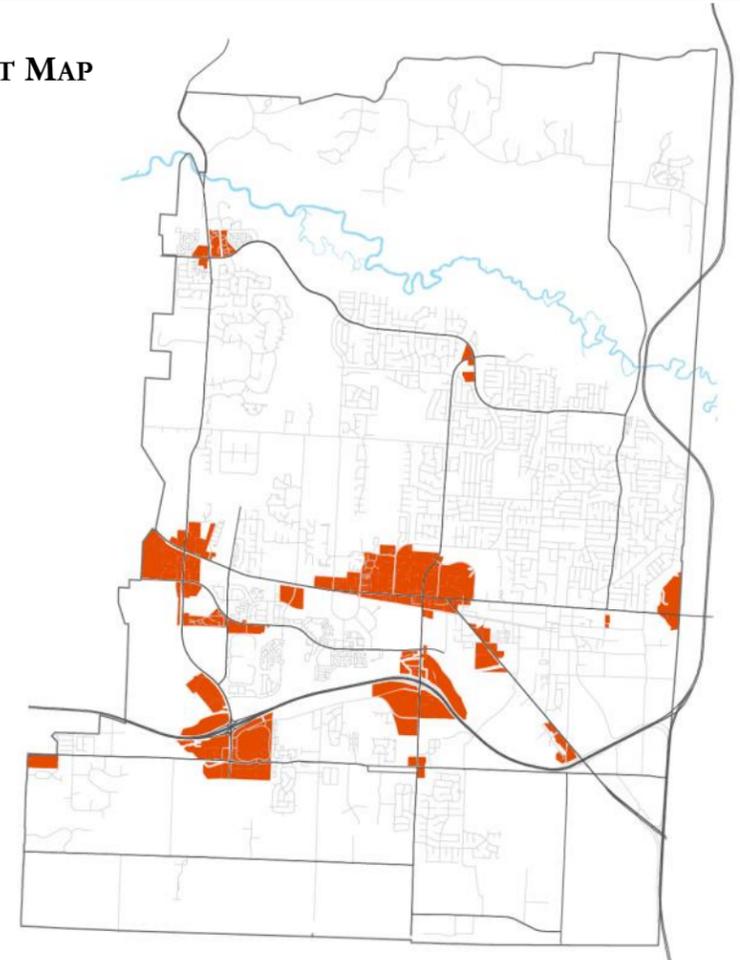
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Suburban Commercial areas:

General Development Pattern	Isolated
Residential Density*	3.0 - 8.0 du/acre (attached vert. & horizontal) (see Stand-Alone Apartment 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 properties.

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

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

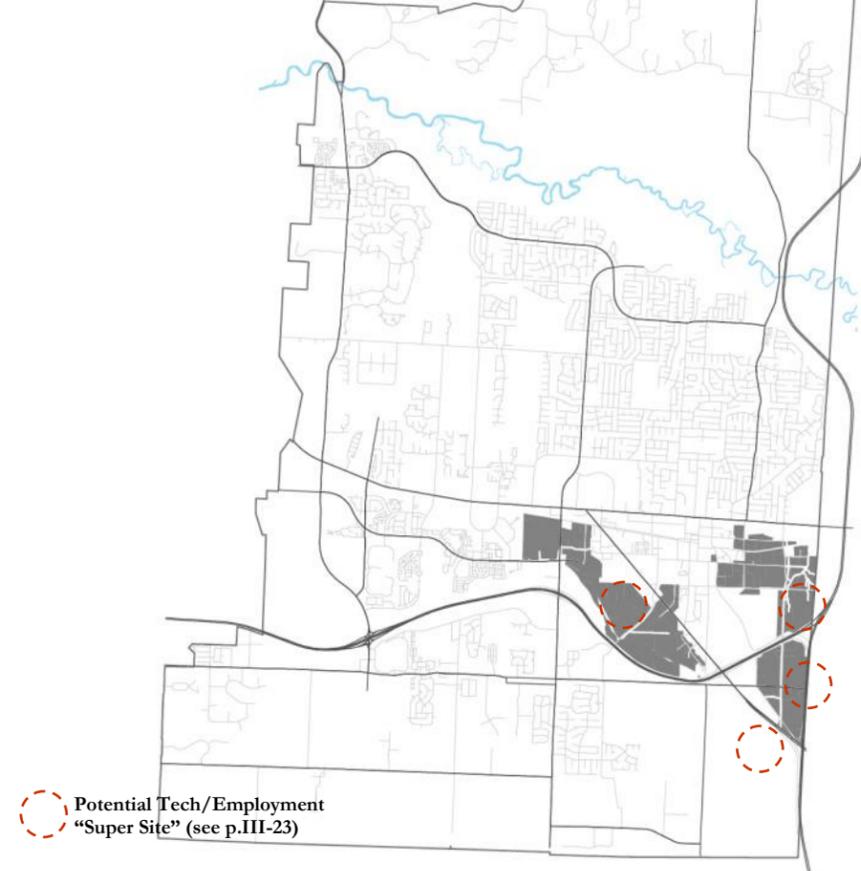
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Technology/Employment Center areas:

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

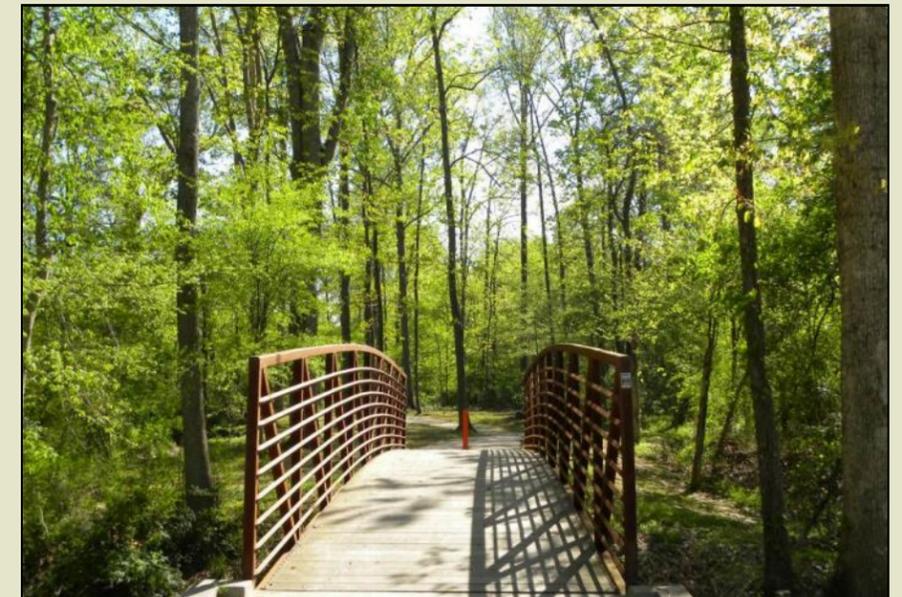
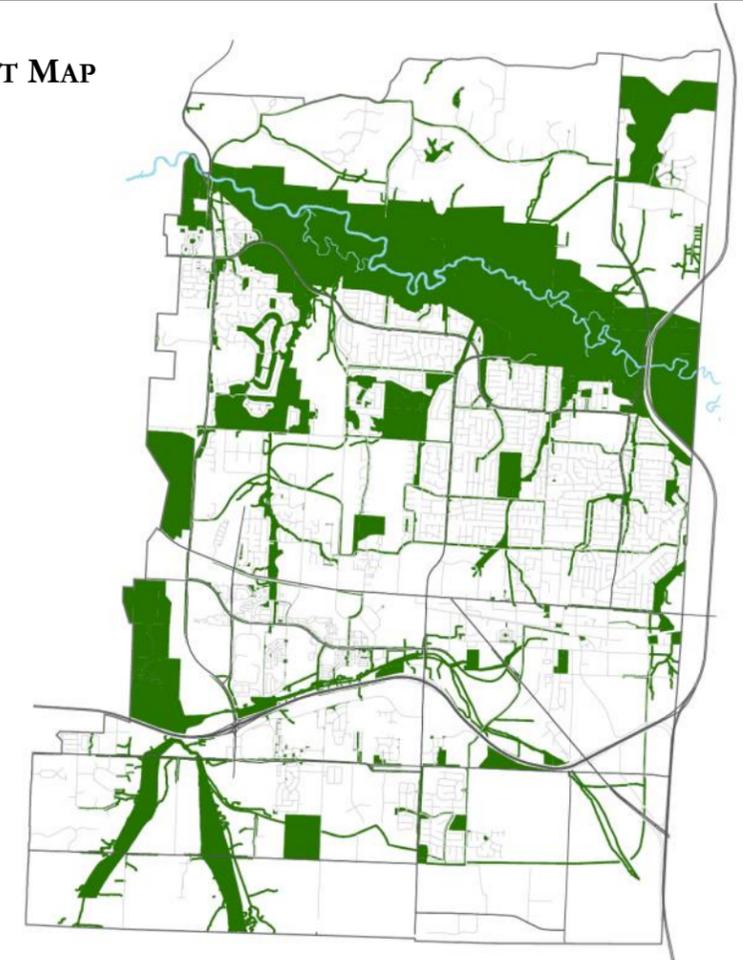
Form and pattern refers to the act of designing and arranging buildings, streets, parks, open spaces, and other elements in a manner that reinforces the intent of the character area. The following form and pattern qualities are associated with Green Corridor/Infrastructure areas:

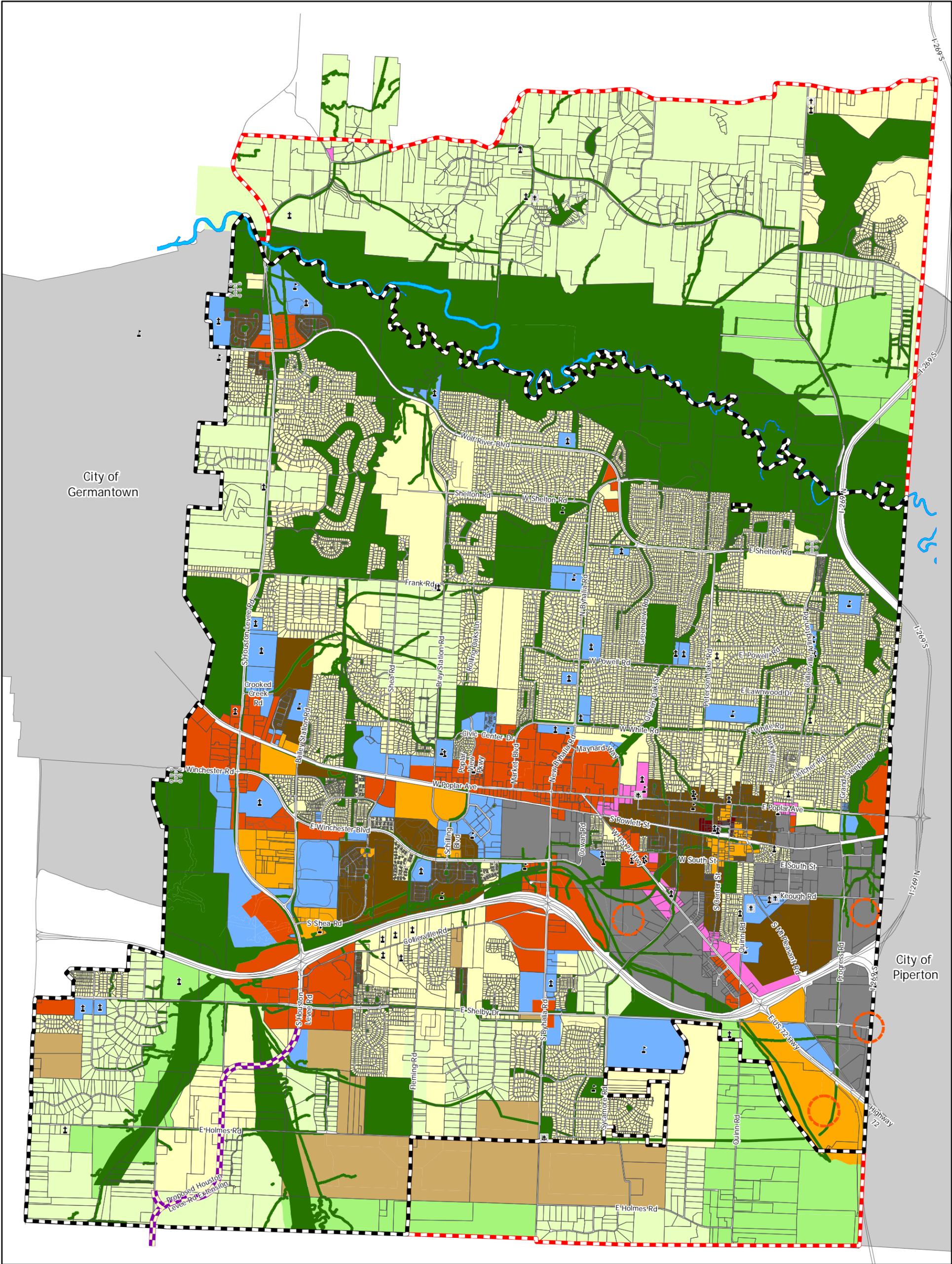
General Development Pattern	N/A
Residential Density	N/A
Non-Residential Intensity	N/A
Building Height	N/A
Open Space Elements	Open spaces (parks, protected open space), greenbelt, stream corridors, green streets

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





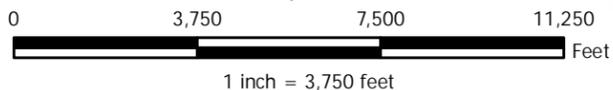
2040 Place Types

- Agriculture / Rural Residential
- Downtown Core Activity Center
- Village Retail Activity Center
- Traditional Neighborhood
- Technology - Employment Center
- Mixed - Use Activity Center
- Suburban Commercial
- Estate Residential
- Conventional Suburban Neighborhood
- Emerging Residential
- Green Corridor / Infrastructure
- Office - Institutional Campus
- Potential Technology - Employment Center Super Site

- Town of Collierville
- UGB
- Wolf River
- Cemetery
- Church
- School
- Utility

Future Land Use and Place Types

Map 3-1

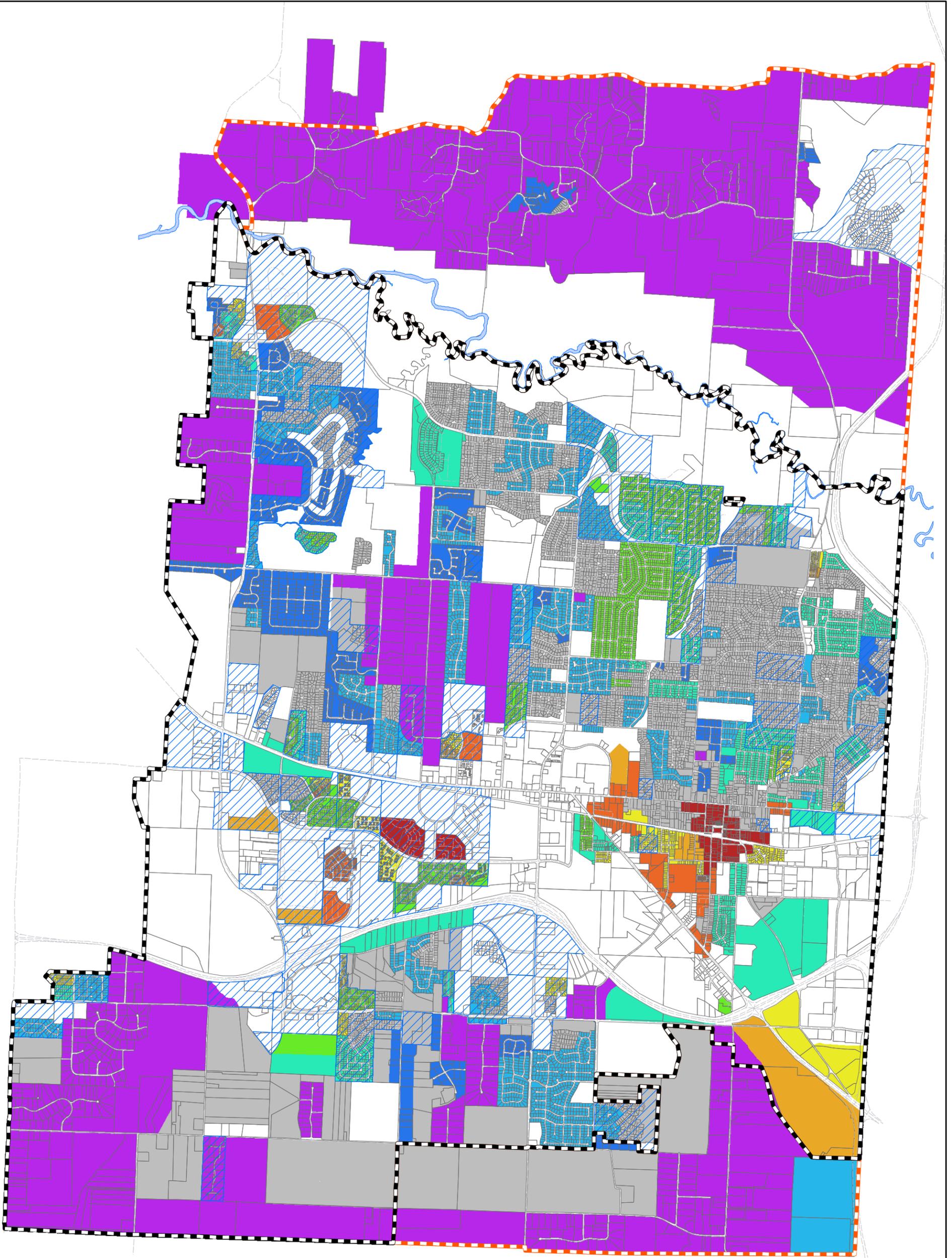


Prepared by The Town of Collierville Division of Planning, GIS.
Please note that the information in this document has not been field verified.
The Town of Collierville hereby releases itself from all responsibilities concerning the accuracy of this map. If you have questions, please contact the Town of Collierville, Division of Planning at (901) 457-2360.

Planning Commission approval date: April 6, 2017
BMA approval date: May 22, 2017
Updated per Resolution No. 2017-16
Printed: November 2017



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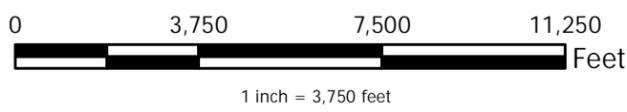
Dwelling Unit Density per acre

	0.01 - 0.50		3.01 - 4.00
	0.51 - 1.50		4.01 - 6.00
	1.51 - 2.00		6.01 - 8.00
	2.01 - 2.50		8.01 - 12.00
	2.51 - 3.00		12.00 - 22.51



Maximum Gross Residential Density Map

Map 3-2



*Density ranges indicated on this map are expressed as a maximum gross residential density possible based on the anticipated sewer demand for single family detached homes with an average daily usage of 350 gal/day per dwelling. These ranges were developed based on a combination of the existing land uses, planned development character, the sewer master plan, and adopted Small Area Plans for Downtown and I-269. Property owners are not guaranteed that the maximum density shown will be approved by the Planning Commission and/or Board of Mayor and Aldermen due to natural site constraints, state and local development regulations, and required transitions to ensure compatibility with existing nearby development patterns.
See Glossary for definitions of gross and net residential density.



Parcel has limited or no residential development potential (commercial, industrial zoning, existing institutional, public lands, conservation easements, etc.)



Parcel in Planned Development, Residential Density regulated by an approved Outline Plan. Not all Planned Developments allow Residential Development. Density ranges are shown for most developed sections of planned developments as of 2017. Where a density range in a planned development is not shown, consult the Outline Plan for the maximum density permitted.

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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

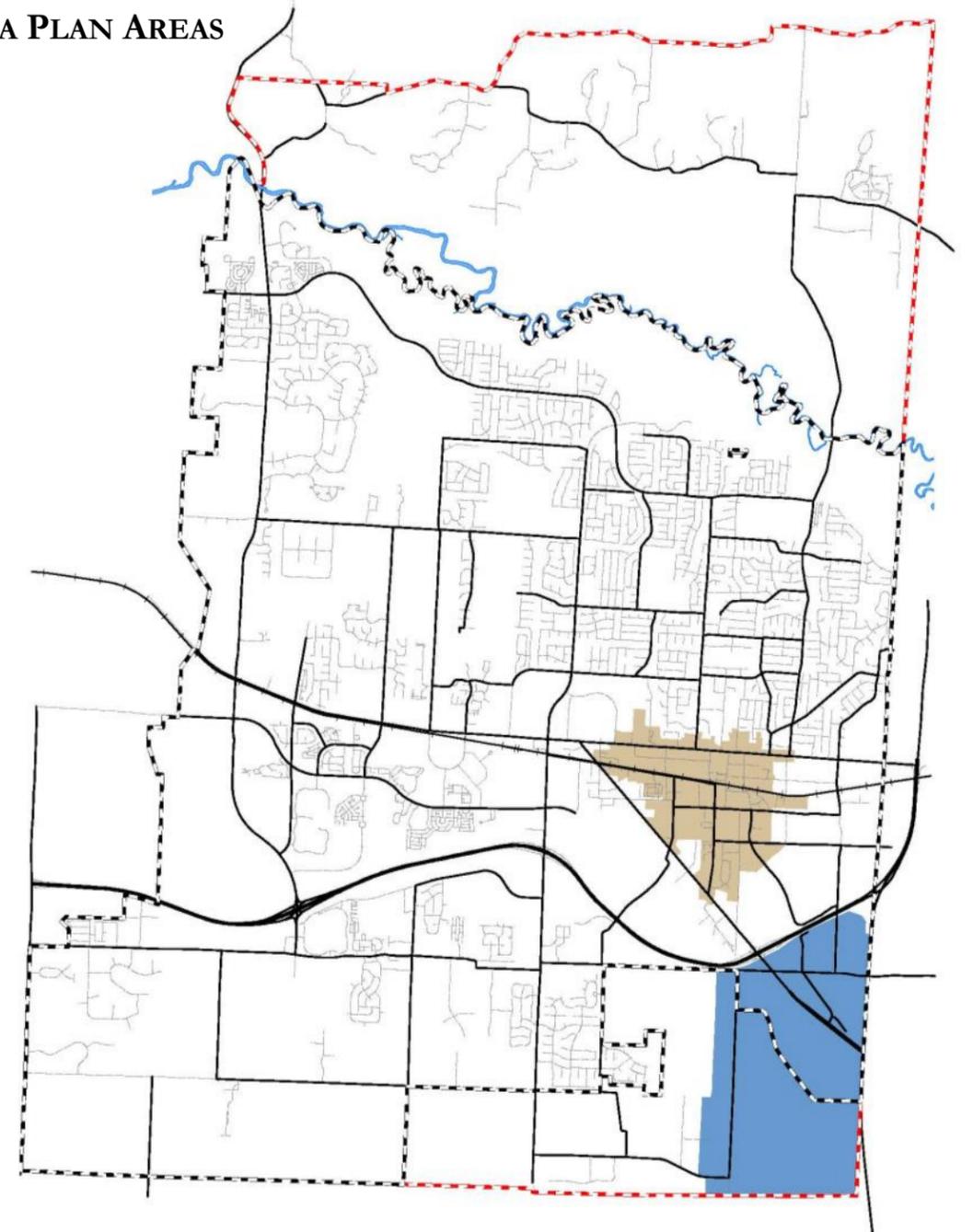
Small area plans are considered to be a subcomponent of this Land Use Plan. If there are any conflicting policies between the Land Use Plan (as may be revised) and a small area plan, the policies contained within the small area plan shall govern.

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

-  Downtown Small Area Plan
-  I-269 Small Area Plan
-  Town Boundary (2012)
-  UGB as of 2012
-  Rail
-  Streets



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:

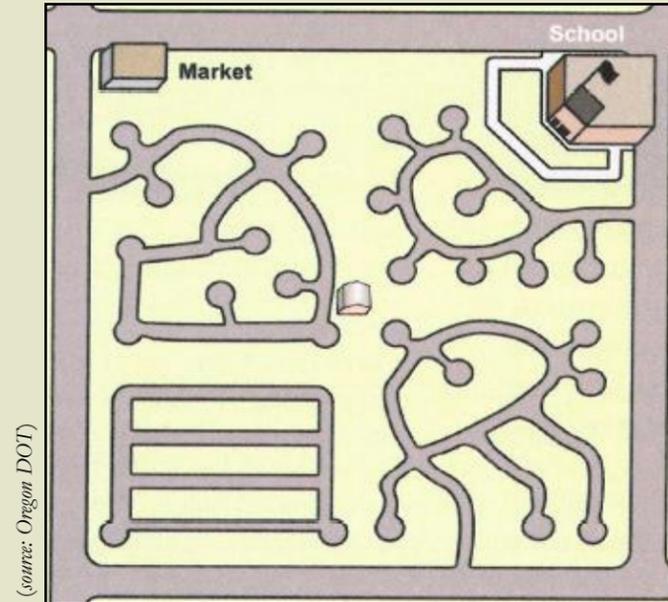
- ◇ A structure of sidewalks that connect all significant points within Town so that pedestrians have safe access to schools, community activities and businesses.
- ◇ Industrial parks with immediate access to traffic arteries leading into and out of Collierville that minimize internal street congestion 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:

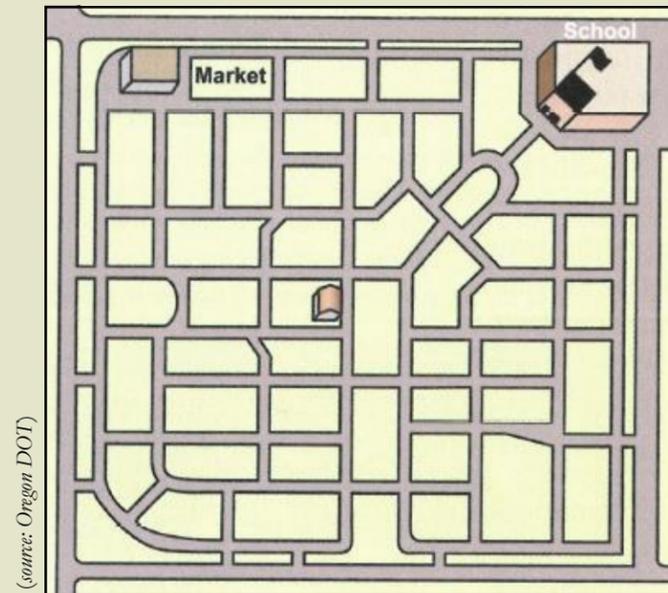
- ◇ Preserve the Town’s small town atmosphere in the design of new major roads by incorporating tree-lined boulevards and medians with public open space at the entranceways from adjacent communities.
- ◇ Foster growth patterns that reduce trip making: such as focusing future development that is both 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 STAND-ALONE APARTMENTS

Many community concerns regarding stand-alone apartment 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 Collierville's newly-formed municipal schools); however, in 2011 stand-alone apartment 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.

Stand-alone apartment complexes 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 (standalone apartment) housing areas; and
- Areas recommended for various forms of multi-family (stand-alone apartment) housing per an approved Small Area Plan (Downtown Collierville 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 cap on stand-alone apartment units. The Town encourages vertically-oriented mixed-use development in areas where such development is permitted.

By following this policy, no more than 3,532 stand-alone apartment dwelling units will be built in Collierville and the Town-wide residential mix at build-out should be around 83% single family detached, 14% stand-alone apartments, and about 3% of other forms of attached residential. This projected mix does not take into account "group quarters."

Location and design criteria have been developed to minimize conflicts between stand-alone apartment complexes and the community at large. Since no new stand-alone apartment units are appropriate other than as provided above, a site not meeting these criteria prior to 2011 may be eligible for new stand-alone apartment units provided the cap on stand-alone apartment units is not exceeded, but a new site must be within areas designated for Suburban Commercial, Mixed-Use, Downtown Core, or Traditional Neighborhood development.

Appropriate locations for new stand-alone apartment complexes must meet all of the following criteria to be considered appropriate:

- **No net gain in stand-alone apartments:** 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 (stand-alone apartments) so that, if the new project is approved, the Town realizes no net gain in multifamily dwelling units at build-out.
- **Proximity to Major Roads:** Stand-alone apartment complexes 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 stand-alone apartment 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, stand-alone apartment complexes should not be developed at a gross density higher than 8.0 dwelling units per acre.
- **Limited to One Corner:** Furthermore, stand-alone apartment complexes shall be limited to only one corner of a major intersection, unless part of a mixed-use development where stand-alone apartment 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 DalhoffThomas Studio



This façade 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:

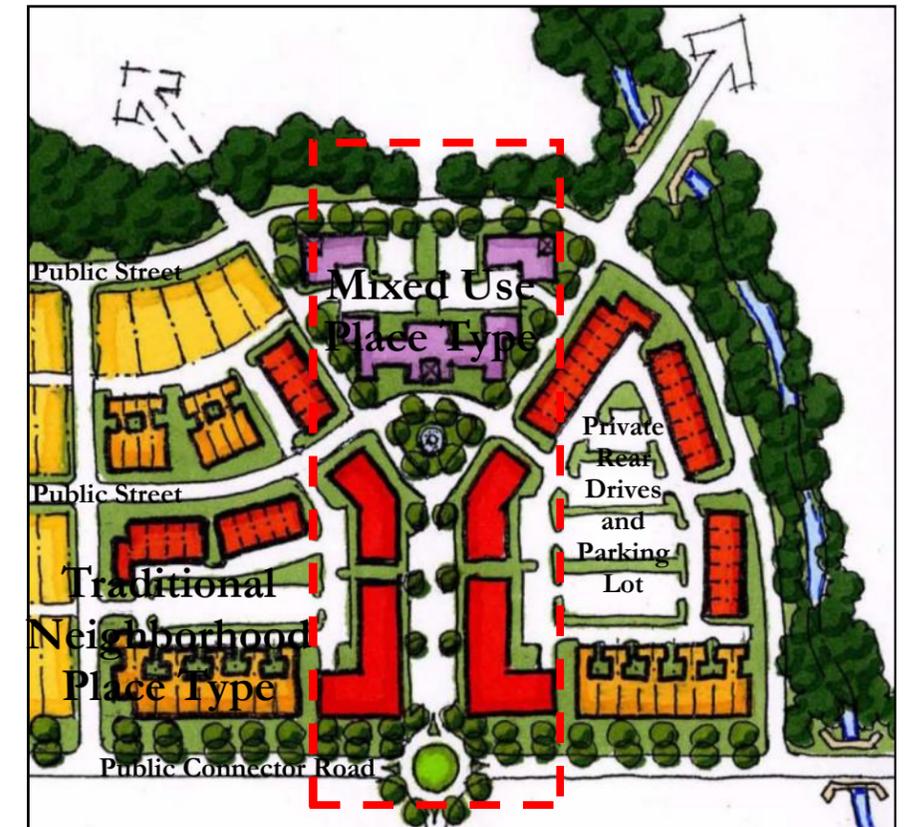
- ◇ The Square (Place Type: Downtown Core, Scale: Convenience/Destination)
- ◇ Almadale Crossing (Place Type: Suburban Commercial, Scale: Neighborhood)
- ◇ Carriage Crossing (Place Type: Suburban Commercial, Scale: Regional)

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:

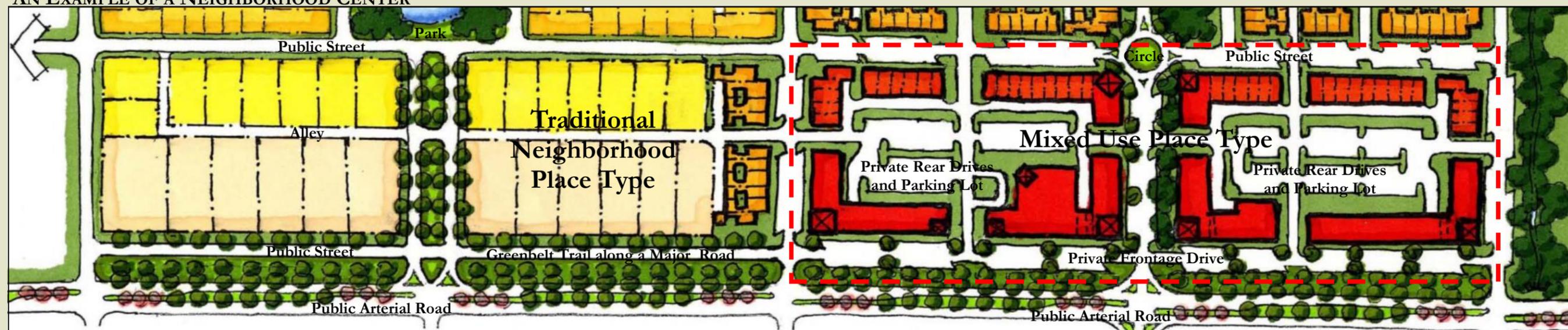
[1] - In addition to the areas identified in the Place Types Map as Suburban Commercial, Mixed-Use, and Village Retail Place Types areas, the Planning Commission may consider expanding these place types to other areas on a case-by-case basis provided the following criteria are met:

- (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

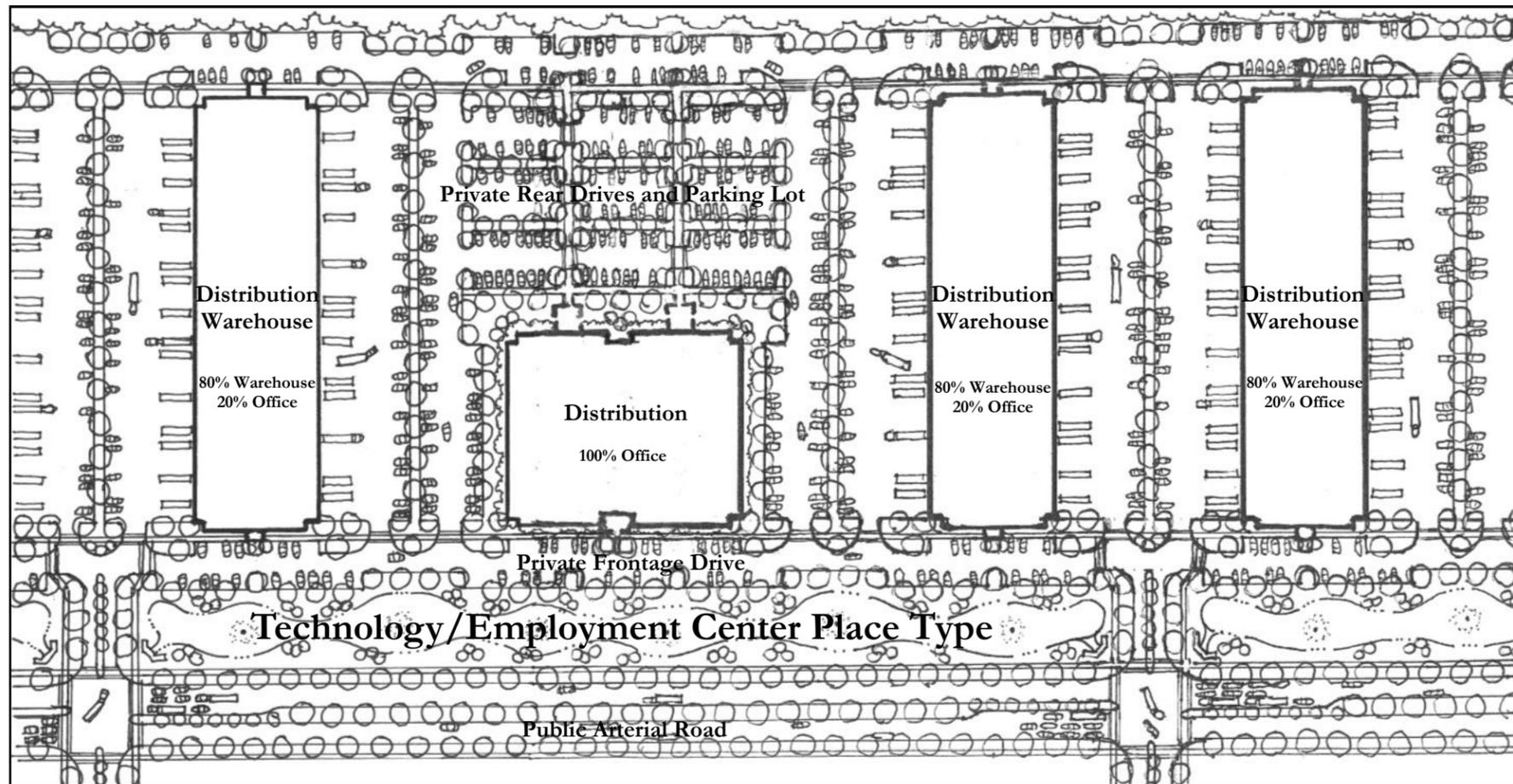


This mixed use neighborhood center (in red) is located along a arterial road at a major intersection within a traditional neighborhood which includes seamless transition in use, community greens, natural features, attached residential, and residential lots. Parking is located along a private frontage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

ADEQUATE TRANSITION POLICY

Any new single family/detached residential development of 3 or more lots shall be responsive to the character of surrounding established neighborhoods (i.e. subdivisions with approved or recorded with lots). New single family/detached residential lots shall be designed in such a manner as to provide for gradual changes in intensity. The Town generally considers the following as adequate transitions between single family developments, with the PC (for Preliminary Subdivision Plats) or BMA (for Planned Developments) making the final determination on which option is the most appropriate.

- ◇ **Comparable Adjacent Lot Widths:** Comparable adjacent lot widths shall be defined as 75% of the average widths of the perimeter lots in the adjoining existing subdivision, or lots a minimum of 125 feet in width by 180 feet deep, whichever is less.
- ◇ **Buffers:** Where an existing tree canopy exists on the developing property, a perimeter buffer may be used as an alternative to providing comparable lot widths. The perimeter buffer must have a minimum width within at least 25% of the average widths of the adjoining lots in the adjacent existing subdivision (up to a maximum width of 125 feet) and be used to save the majority of the existing tree canopy along the perimeter of the new subdivision. Additional landscaping may be required by the BMA or DRC/HDC (as applicable). The buffer may also include drainage facilities, walkways and/or fences, or Tree Protection Zones. The perimeter buffer must be within common open space owned and maintained by a Home Owner's Association (not on private lots).

This policy will be used by the PC and BMA in determining compliance with §151.154(B)(7) of the Zoning Ordinance related to required Transitions in Planned Developments and Article III, Section 1 (B) of the Subdivision Regulations related to General Design Concepts.

Figure 1: It is inappropriate to design smaller lots adjacent to large existing rural lots. This scenario shows 15,000 square foot lots around the entire perimeter, which puts small lots adjacent to 4 acre+ lots with no buffering. Existing tree preservation on the smaller lots becomes difficult as construction will likely impact the root zone of the existing trees along the perimeter of the development.

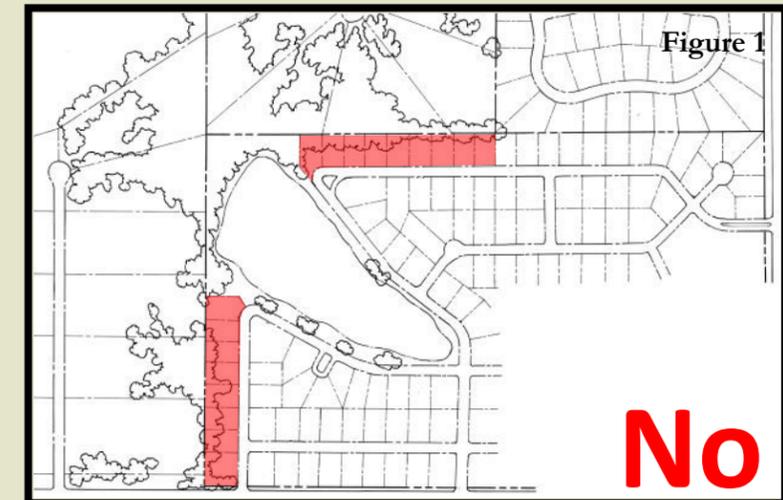


Figure 2: New lots intended for detached residential development should be of a comparable size to any abutting detached residential lots as a means of maintaining compatibility. In this example, the “75% rule” for comparable lots sizes would have yielded a very wide lot, so the land plan shows “cove lots” 125 feet in width by 180 feet deep to provide a more gradual transition before the 15,000 square foot lots begin internal to the development. Existing tree preservation on the “transitional lots” becomes more realistic as long as the root zone of the existing trees along the perimeter of the development is properly protected during construction.

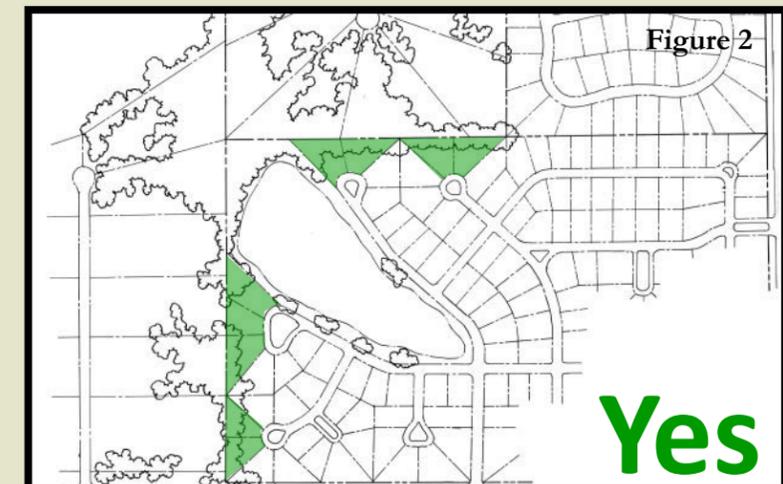
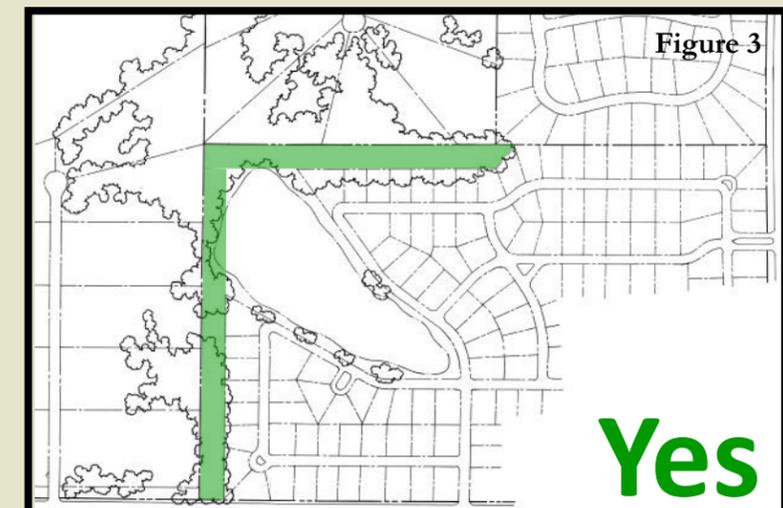


Figure 3: If a design with comparable lot sizes is not used, perimeter buffering shall be provided with dense vegetation and fencing to provide for gradual changes in intensity and/or density. In this example, the “25% rule” for a buffer width would require a 110-foot wide buffer between the larger existing lots and the smaller new lots. The buffer is common open space to be maintained by the homeowners association (HOA) and contains existing trees to be preserved, space for new plantings, and could even include a private greenbelt trail or path.



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

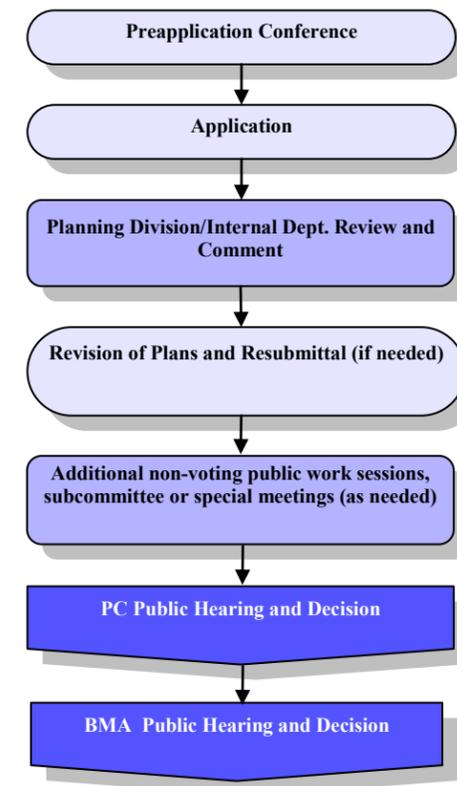
1. For Applicant-initiated Requests, applicants are required to meet with the Planning Division for a Preapplication Conference.
 - ◇ Following the Preapplication Conference, the applicant may submit a formal application to amend the land use plan in accordance with this policy.
 - ◇ The Planning Division,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

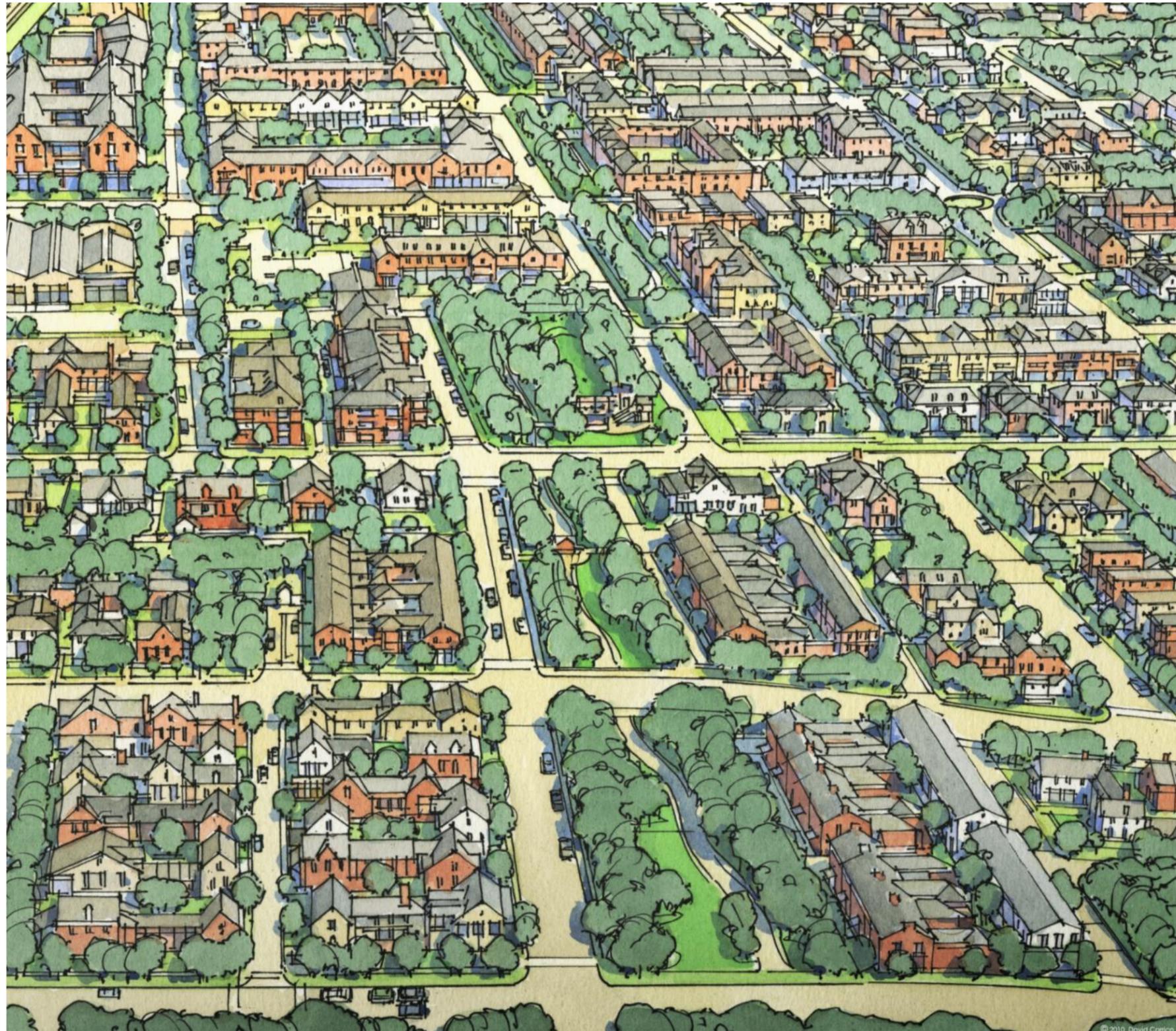
Land Use Plan Amendment Review Process





COLLIERVILLE 2040 LAND USE PLAN UPDATE

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 Stand-Alone Apartments Policy (see p.III-20).
- ◇ 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 incorpo-

rated 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:

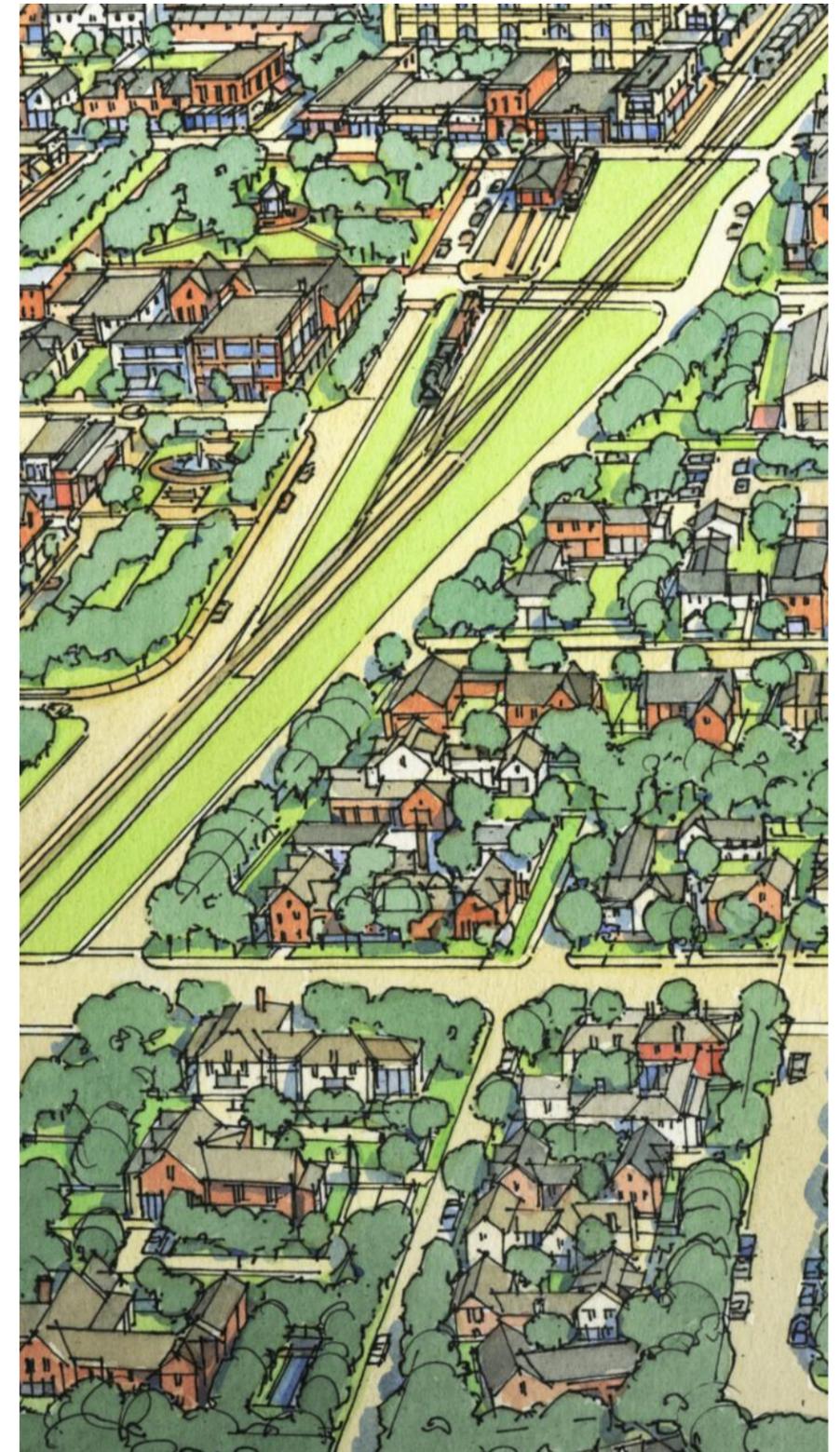
- ◇ Improve clarity and predictability of nonresidential zoning within planned developments. To accomplish this, revise the Zoning Ordinance and Zoning Map to make all Planned Developments a zoning district, rather than an overlay.

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.



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COLLIERVILLE 2040 LAND USE PLAN UPDATE

APPENDICES

Traditional Neighborhood Character Study with a Neighborhood Center Commercial Node



Aldi's is appropriate in a Neighborhood Center



A mixed use building in Neighborhood Center



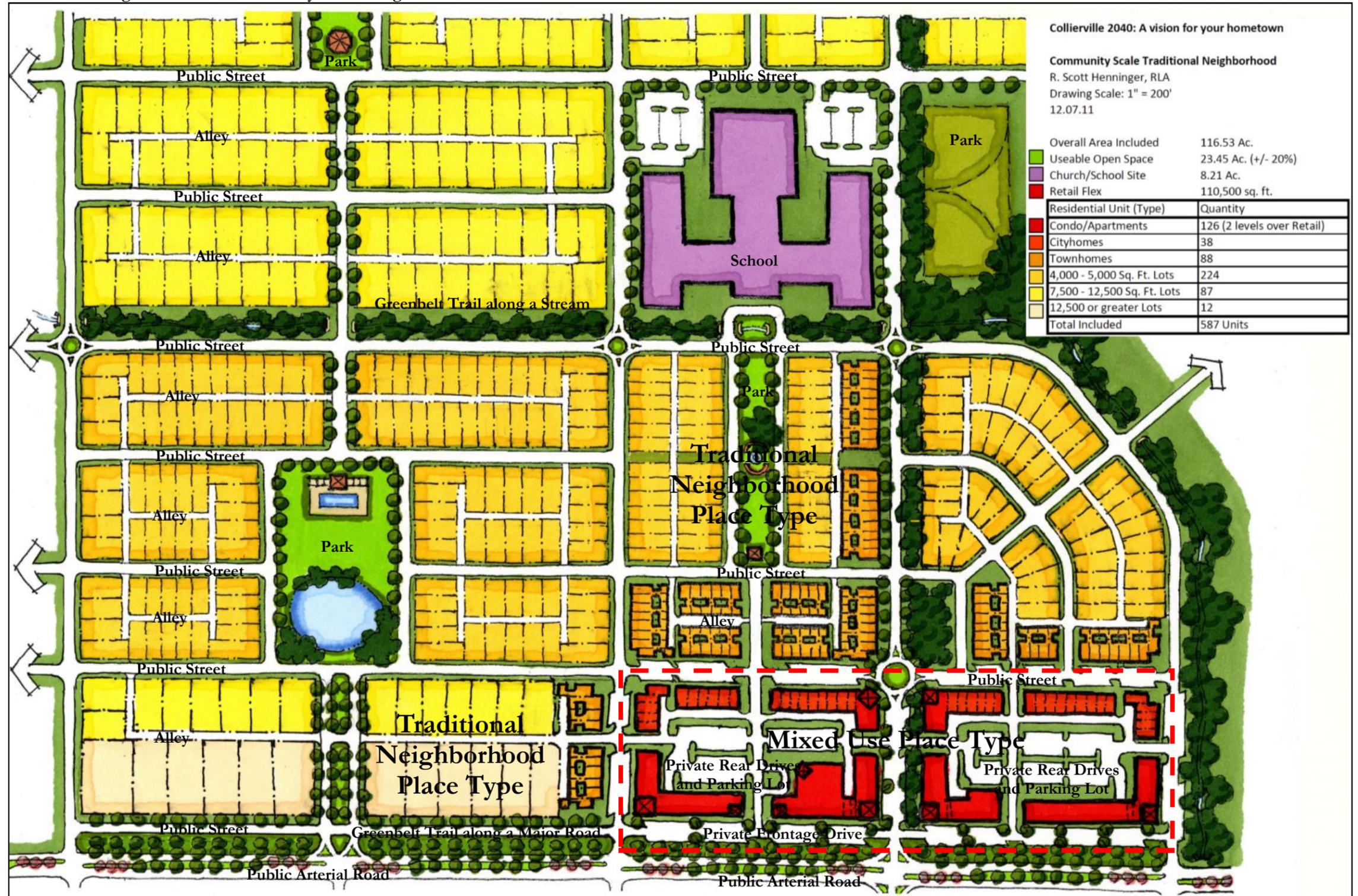
Townhouses in a Traditional Neighborhood



A school sensitive to surrounding neighborhood



Single family homes in a Traditional Neighborhood



This is a hypothetical example of a Traditional Neighborhood and Mixed Use Place Type located at an intersection along a major arterial road is designed to incorporate natural features such as tree lines, streams, and ponds. The neighborhood is anchored by a school and a Neighborhood Center with 90,000 sf of gross floor area designed in a form sensitive to the neighborhood. A Neighborhood Center generally contains a small grocery or pharmacy as its primary tenant with adjoining smaller specialty tenants and typically serves up to a 5 mile trade area. Use architecturally compatible rear loaded townhouses and various forms of open space serve to seamlessly transition use between mixed use buildings and single family detached homes.

Traditional Neighborhood Character Study with a Convenience Center Commercial Node



Mixed use architecture of appropriate scale



A rural small scale corner or general store



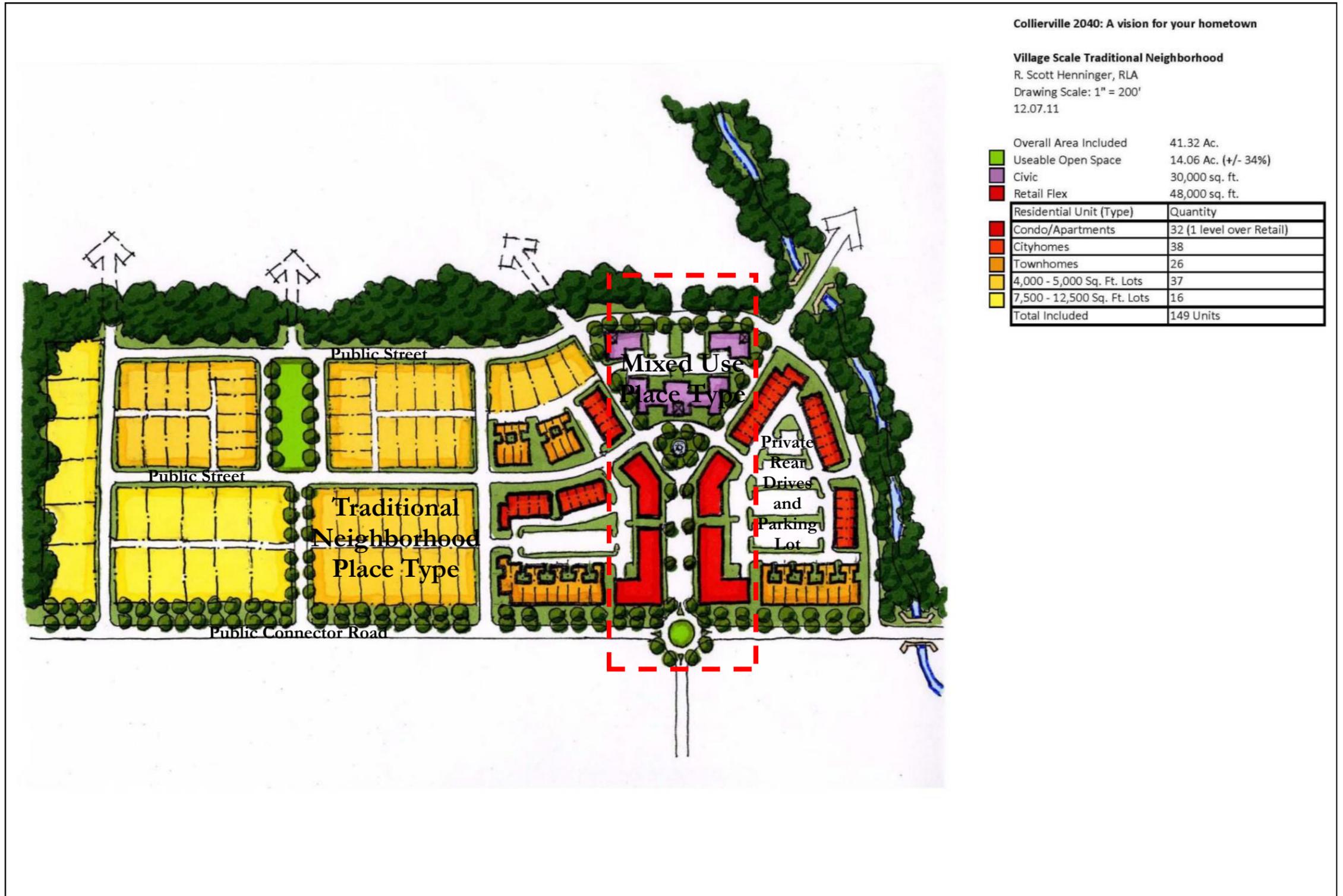
Townhouses in a Traditional Neighborhood



Single family homes in a Traditional Neighborhood



Neighborhood parks or civic space is appropriate



This is a hypothetical example of a Traditional Neighborhood and Mixed Use Place Type located at the intersection of two connector roads and is designed to incorporate natural features such as tree lines and streams. The neighborhood is anchored by civic buildings and a Convenience Center with about 30,000 sf of gross floor area designed in a form sensitive to the neighborhood. A Neighborhood Center generally contains a convenience market or small pharmacy as its primary tenant with adjoining smaller specialty tenants and typically serves up to a 1.5 mile trade area. Use architecturally compatible rear loaded townhouses and various forms of open space serve to seamlessly transition use between mixed use buildings and single family detached homes.

SEASONAL STORE COMMERCIAL NODE



The River Market in Downtown Little Rock, AR



The thriving Memphis Farmers Market

◆ **Seasonal Store:** A produce stand, farmers market, or small store with up to 2,500 sf of gross floor area, generally located in an 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 COMMERCIAL NODE



A rural character corner or general store



A urban character corner store

◆ **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 COMMERCIAL NODE



Small scale retail at the entry to a neighborhood



Compatible with surrounding development

◆ **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.

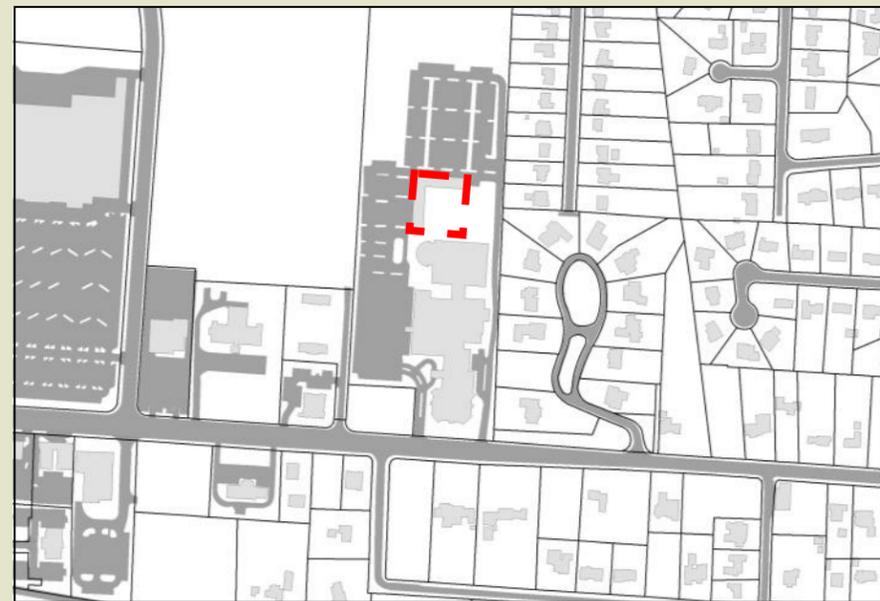
LOCAL EXAMPLE: COLLIERVILLE FARMERS MARKET



An opportunity to support local farmers



Structures that are often temporary



The Collierville Farmers Market is currently located at a church until a permanent location is found

LOCAL EXAMPLE: WALKER & SONS MARKET



Architecture in character with adjacent residential



This storefront should be more transparent



Walker & Sons Market is located near a major arterial road within the neighborhood it serves

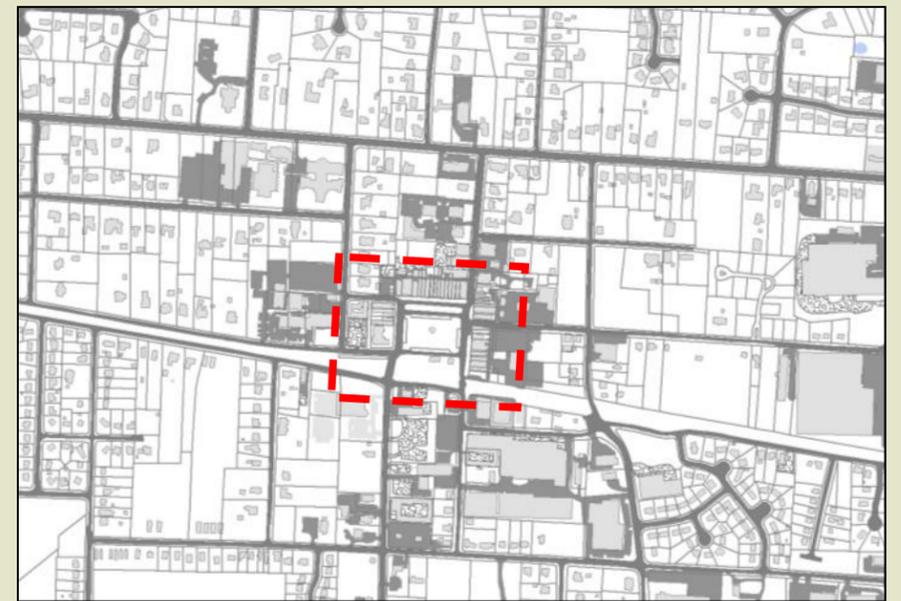
LOCAL EXAMPLE: COLLIERVILLE'S HISTORIC TOWN SQUARE



Buildings sensitive to neighborhood context



Small scale retail that is inviting to pedestrians



Collierville's Town Square is located along a major railroad typical of many historic towns

NEIGHBORHOOD CENTER COMMERCIAL NODE



A Neighborhood Center in Baldwin Park, FL



Grocery that blends well with neighborhood

◇ **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 or major pharmacy 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 COMMERCIAL NODE



Southlake Town Square is anchored by Civic Use



Target at the Washingtonian, Gaithersburg, MD

◇ **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.

Note:

Concentrating multiple community centers in one location often leads to congestion as demonstrated by Collierville's local examples near the intersection of Poplar Avenue and Byhalia Road.

REGIONAL CENTER COMMERCIAL NODE



Dillard's anchors Atlanta's Atlantic Station



Cinemas are often the entertainment anchor

◇ **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.

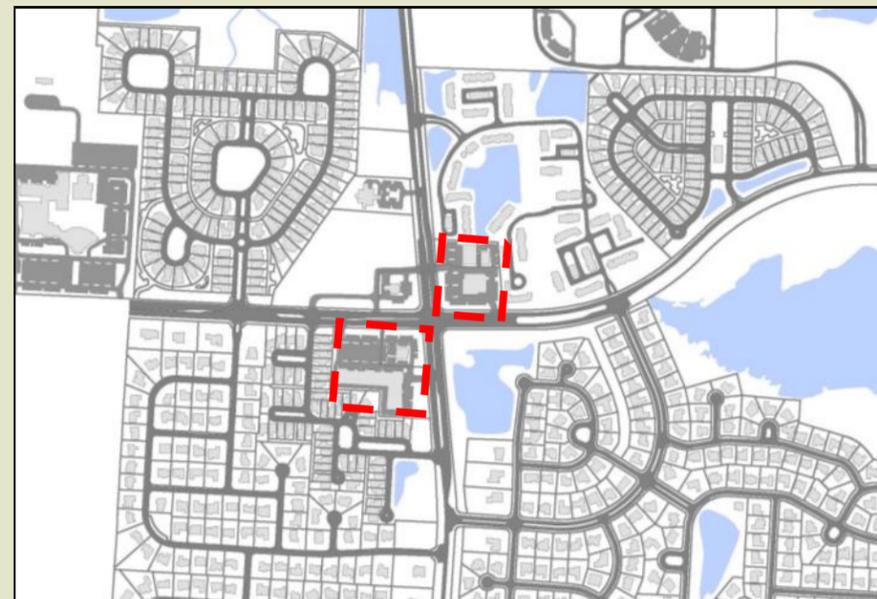
LOCAL EXAMPLE: ALMADALE CROSSING



Walgreens is the Neighborhood Center anchor



Retail that serves the surrounding community



Almadale Crossing is surrounded by the neighborhoods it services

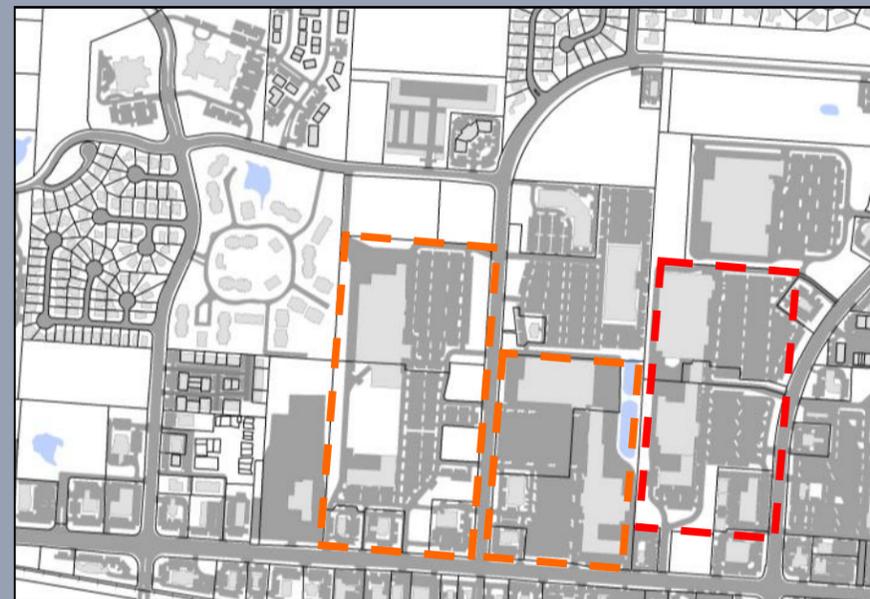
LOCAL EXAMPLE: COLLIERVILLE CROSSING



Target serves as the Community Center anchor



Community retail requiring a visible location



Collierville Crossing (red) is located in a concentration of Community Center Nodes (orange)

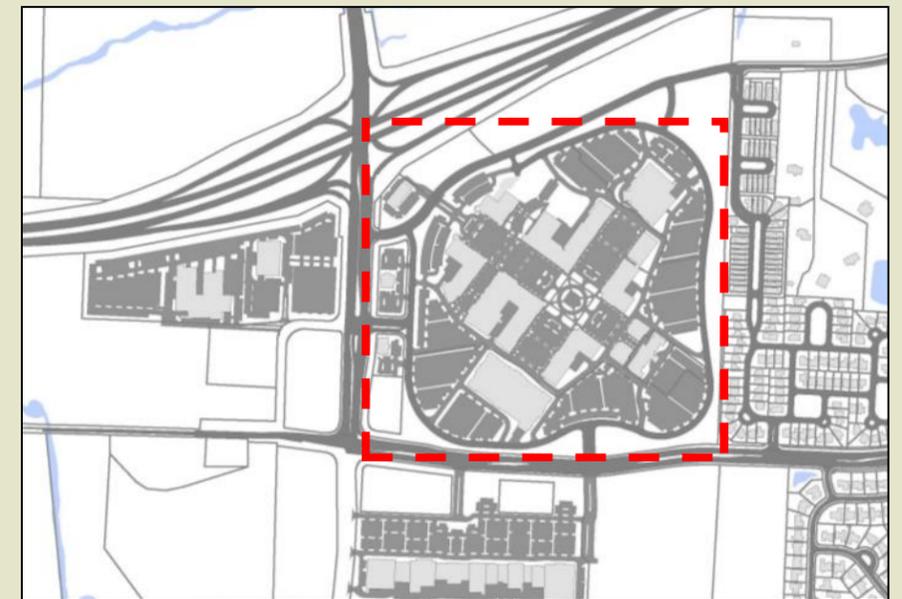
LOCAL EXAMPLE: CARRIAGE CROSSING



Specialty Retailers draw a wide regional clientele



Macy's and Dillard's are regional anchor stores



Carriage Crossing

COMMUNITY BUILD-OUT SCENARIO COMPARISON

The following is a comparison of the build-out estimates for two different growth scenarios: a “base” scenario and a “updated” scenario. The base scenario is taken from the future land use recommendations of the 2001 Land Use Plan, translated into “place types.” The updated scenario is based on the final version of the Future Land Use Plan Map (see Map 3-1) developed during the Collierville 2040 charrette meetings in September 2011 and subsequently refined by the Steering Committee before being adopted by the Planning Commission and Board of Mayor of Aldermen in March and April 2012, respectively. The updated scenario also reflects the Maximum Gross Residential Density Map (see Map 3-2).

The estimates were developed using CommunityViz, in conjunction with build-out estimates prepared for the Downtown and I-269 Small Areas, along with data gathered during the 2011 Land Use Inventory. A mix of local and national data was used to calculate the totals for each indicator below. A summary of the assumptions used to calculate build-out is included on this page. The same assumptions were used with both scenarios.

COMPARISON OF BASE AND HYBRID BUILD-OUT SCENARIOS		
INDICATOR	BASE SCENARIO	UPDATED SCENARIO
POPULATION	80,545	89,953
RESIDENTIAL DWELLINGS	28,239	31,494
RESIDENTIAL ENERGY USAGE (x million btu)	2,603,606	2,903,746
RESIDENTIAL WATER USAGE (gallons per day)	11,041,321	12,314,152
RESIDENTIAL SEWER DEMAND (gallons per day)	9,883,535	11,022,898
SCHOOL CHILDREN	15,223	17,001
VEHICLE TRIPS PER DAY	168,020	187,389
LABOR FORCE	31,662	35,360
COMMERCIAL FLOOR AREA (gross square feet)	15,964,075	17,591,906
COMMERCIAL JOBS	19,397	21,375
COMMERCIAL ENERGY USAGE (x thousand btu)	1,452,731	1,600,863
COMMERCIAL SEWER DEMAND (gallons per day)	2,394,611	2,638,786

SUMMARY OF ASSUMPTIONS	
INDICATOR	DESCRIPTION
POPULATION	Existing population (estimated at end of 2010), plus gain in population based upon net gain in residential dwellings for each scenario. Population per dwelling is based on Collierville average per the 2010 US Census.
RESIDENTIAL DWELLINGS	Existing dwellings, plus gain in dwellings based upon the net gain in residential dwellings for each scenario. A separate set of densities and site efficiencies were developed for each residential place type to calculate the number of dwellings.
SCHOOL CHILDREN	Number of school children represented as a percent of total population (18.9%). The percentage does not exclude children educated in private schools or home-schooled. Value is taken from US average per 2000 US Census.
LABOR FORCE	Number of jobholders represented as a percent of total population (39.31%). Value is from US average per private nonfarm employment per US Census (2005).
VEHICLE TRIPS PER DAY	Number of motorized trips taken for each residential dwelling per day, per average in US (5.95 per dwelling). Value is from Transportation Energy Data Book (2005), US Dept. of Energy.
RESIDENTIAL ENERGY USAGE	US average annual energy used by each residential building (92.2 million btu) from "Residential Energy Consumption Survey," Energy Information Administration (2001).
RESIDENTIAL WATER USAGE	US average daily water use by each dwelling unit (391 gallons) for all indoor and outdoor applications. Value is from "Estimated Use of Water in the United States in 2000," (Revised February, 2005) USGS Circular 1268, United States Geological Survey). Standard rates of demand are applied to all dwellings, regardless of type (e.g. detached, attached) and dwellings using wells are not deducted.
RESIDENTIAL SEWER DEMAND	Based upon daily sewer demand for each detached residential dwelling as used by Collierville Public Services (350 gallons). The demand estimates are based on the total number of dwellings. Standard rates of demand are applied to all dwellings, regardless of type (e.g. detached, attached) and septic-based dwellings are not deducted.
COMMERCIAL FLOOR AREA	Existing commercial floor area based on Shelby County Assessor’s data (2011) and Collierville Land Use Inventory (2011), plus net gain in commercial floor area for each scenario. A separate set of intensities (FAR) and site efficiencies were assumed for each non-residential place type, which were then used to estimate the total amount of floor area.
COMMERCIAL JOBS	US average amount of commercial floor area that equates to one job (1 job per 823 sq. ft.). Value is from "Commercial Buildings Energy Consumption Survey (1999)," Energy Information Administration.
COMMERCIAL ENERGY USAGE	US average annual energy used by each commercial building for all applications (91,000 btu per sq. ft.). Value is from "Commercial Buildings Energy Consumption Survey (2003)," Energy Information Administration, Office of Energy Markets and End Use.
COMMERCIAL SEWER DEMAND	Based upon daily sewer demand used by Collierville Public Services using building floor area (0.15 gallons per sq. ft). Does not include a separate calculation for industrial development, which is based on site area rather than floor area.

GLOSSARY

DENSITY, GROSS RESIDENTIAL. The number of dwelling units per gross acre. Gross density is often used to generally define land use character and in infrastructure planning. Density numbers and ranges expressed in the 2040 Plan are expressed as gross residential density, not net residential density.

DENSITY, NET RESIDENTIAL. The number of dwelling units per acre of land excluding land required for common open space, public street rights-of-way, and publicly dedicated improvements such as parks, greenbelts, and storm water detention and retention facilities.

PLACE TYPE. Generalized development characteristics used to describe the intended character of areas of Town, which include the general development pattern, primary and secondary land uses, average residential density, average non-residential intensity, typical building height, open space elements, and the anticipated levels of change expected from existing conditions. These policies 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.

TRANSITION. Site design or architectural aspects used to provide a transition between incompatible lot sizes, building scale, or land uses, which could include perimeter landscaping buffers.

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