

APPENDIX

Appendix A-1: Glossary

(Including Land Use Definitions)

Accessory Dwelling Unit: A secondary dwelling unit established in conjunction with and clearly subordinate to a principal dwelling unit, whether part of the same structure as the principal dwelling unit, as a detached structure on the same lot as a principal dwelling unit, or as an incidental portion of a mixed-use development.

Agriculture: Land used in the production of food, fiber, and livestock and other farming activities, including nurseries and facilities for processing and selling agricultural products grown on the premises.

Adaptive Reuse: Adaptive reuse is the use of a building that is different from its original or previous use, often involving conversion work. Put simply, it is a new use for an old building. Old buildings often outlive their original purposes. Adaptive reuse, or re-use, is a process that adapts buildings for new uses while retaining their historic features. An old factory may become an apartment building or church. A church may find new life as a restaurant.

Commercial: Commercial retail uses and personal services can be classified as either neighborhood, local, or regional in scope and scale:

- 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 stand-alone buildings or in small commercial centers and may include beauty salons, convenience stores, drug stores, restaurants, small clothing stores, small grocery stores and specialty shops.
- When commercial uses are provided at a local

scale, they provide services to an area within a radius of three to five miles, as well as automotive traffic generated from major highways. This category may include properly designed automotive fuel services, building supply, general retail, hotels, restaurants, and related uses.

- Large regional-scale commercial retail uses serve a larger regional market and may include department stores, grocery superstores, large discount stores, large specialty retailers, manufacturer outlet stores and warehouse clubs.

Form-based Codes: Form-based codes foster predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. These codes are adopted into city or county law as regulations, not mere guidelines. Form-based codes are an alternative to conventional zoning.

Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes, presented in both diagrams and words, are keyed to a *regulating plan* that designates the appropriate form and scale (and therefore, character) of development rather than only distinctions in land-use types. This is in contrast to conventional zoning's focus on the micromanagement and segregation of land uses, and the control of development intensity through abstract and uncoordinated parameters (e.g., FAR, dwellings per acre, setbacks, parking ratios, traffic LOS) to the neglect of an integrated built form. Not to be confused with design guidelines or general statements of policy, form-based codes are regulatory, not advisory.

Form-based codes are drafted to achieve a community vision based on time-tested forms of urbanism. Ultimately, a form-based code is a tool; the quality of development outcomes is dependent on the quality and objectives of the community plan that a code implements.

Form-based codes commonly include the following elements:

- *Regulating Plan.* A plan or map of the regulated area designating the locations where different building form standards apply, based on clear community intentions regarding the physical character of the area being code.
- *Public Space Standards.* Specifications for the elements within the public realm (e.g., sidewalks, travel lanes, on-street parking, street trees, street furniture, etc.).
- *Building Form Standards.* Regulations controlling the configuration, features, and functions of buildings that define and shape the public realm.
- *Administration.* A clearly defined application and project review process.
- *Definitions.* A glossary to ensure the precise use of technical terms.

Source: FBCI Draft Definition (2/17/09)

Institutional Uses: Land used for civic purposes, such as government offices, police and fire stations and public libraries; assisted living centers; funeral homes; cemeteries; churches; educational facilities, such as public and private primary and secondary schools and universities; community centers; and similar uses. These uses may have substantial impact on the surrounding area. The introduction of any institutional uses should:

- Preserve the character and quality of surrounding neighborhoods with development that is compatible in scale, appearance, and other relevant features, with surrounding development;

- Mitigate traffic impacts through traffic impact analyses and design to maintain or improve current level of services.

Light Industry: Research facilities, as well as places of assembly, fabrication, warehousing or processing of goods and materials using processes that ordinarily do not create fumes, glare, odors, noise, smoke or health or safety hazards outside of the building in which the process takes place.

Liner building: A building that wraps around a parking lot or structure in order to mask it from the street.

Live-work Building: #1 A dwelling unit that contains a commercial component within the unit. The commercial space is either independently leased or is operated in conjunction with the dwelling unit within the building.

#2 A Mixed Use unit consisting of a commercial and residential function. The commercial function may be anywhere in the unit. It is intended to be occupied by a business operator who lives in the same structure that contains the commercial activity or industry.

Mixed Use Building: Commercial or office uses on the ground floor, with live-work and live-above (vertically integrated) dwellings on upper floors, are customary uses and building forms within downtown areas or mixed-use neighborhoods.

Office: Offices may be considered as either Professional Offices or Regional Offices. Professional Offices are any building or structure primarily used to conduct business, where no sales of stock-in-trade, manufacturing or warehousing occur. Professional Offices may include attorneys' offices, daycare centers, doctors'

group practices, office suites for individual businesses, real estate offices, sales offices and telemarketing centers. Regional Offices accommodate major economic-base corporate employers, with a broad regional influence, and which may include corporate headquarters and structures with suites for a variety of professional or service offices.

Parks/Recreation: Land owned by a public entity intended for either passive or active recreation. Public parks may include, but are not limited to, greenbelt trails, ball parks, hiking trails, public farmers market structures, nature preserves and playgrounds. The area served should be taken into account when determining the function and scale of a park. This definition also includes private land intended for recreational purposes, or open space not open to the general public or owned by a public entity, but accessible to those who pay an annual fee, such as for membership, or a one-time user fee for the use of the recreational facilities.

Pedestrian Shed: #1 An area, approximately circular, that is centered on a common destination. A standard pedestrian shed is 1/4 mile radius or 1,320 feet, about the distance of a five-minute walk at a leisurely pace.

#2 The distance most people will walk rather than drive, providing the environment is pedestrian-friendly (equivalent to one-quarter of a mile or 1,320 feet).

Residential Attached: Primary structures intended for occupancy by more than one family, including duplexes, townhouses, triplexes and other multifamily structures. Live-above (vertically integrated) dwelling units can be considered attached residential, as they may take the form of apartments or condominiums (see definition of Mixed Use under the Commer-

cial and Office headings, as these uses are typically on the ground floor when an attached residential use, like a condo or apartment, is on the upper floor).

Residential Detached: Primary structures (other than a mobile home) intended for occupancy by a single family, located on a separate lot or parcel from any other structures intended for the same use, and not sharing any common structural elements with any other structure intended for occupation by another family. Accessory dwelling units are customarily ancillary uses to detached dwellings in traditional neighborhoods and historic downtowns.

Appendix A-2

2010 Existing Estimates for Land Use Mix, Density, and Intensity in the Downtown Study Area* 6-15-2010

Special Area	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	total
Acreage	48.09	45.36	25.15	156.37	69.45	28.88	35.67	24.72	30.83	25.58	16.27	15.68	31.52	67.7	16.78	35.71	22.21	10.89	28.96	9.78	746
Residential (Dwelling Units)¹																					
Single Family Detached	13	9	15	139	34	51	115	13	2	2	0	0	2	160	0	1	70	4			630
Vertical Residential (attached townhouse, duplex)	0	2	0		0		2	16	0	0		0									20
Horizontal Residential (Condos, Apartments, live-above, etc)	0	0	0	1	16				0	202		0	0								219
Live-Work Units	0	0	0		0				0												0
Hotel (rooms)		0	0																		0
Totals=	13	11	15	140	50	51	117	29	2	204	0	0	2	160	0	1	70	4	0	0	869
Nonresidential Uses - Gross Floor Area (Square Feet)¹																					
Commercial & Institutional	337,331	77,571	29,415	17,532	269,692	0	0	2,379	0	0	0	68,897	94,319	13,845	0	6,207	2,216	31,001	0	0	950,405
Industrial	0	283,867	21,636	0	0	0	0	4,453	0	0	0	0	0	0	0	0	0	0	201,108	0	511,063.50
Totals=	337,331	361,438	51,050	17,532	269,692	0	0	6,832	0	0	0	68,897	94,319	13,845	0	6,207	2,216	31,001	201,108	0	1,461,468

NOTE: ¹ Estimate of existing development - non-residential sq. ft. based on building footprint data collected via aerial photography (GIS) and utilizing Shelby County Assessor's Data. Also includes pending sq. ft. (e.g. Christian Bros. Automotive - Area 18)

Appendix A-3

Build-Out Projections for Land Use Mix, Density, and Intensity for Downtown Study Area*

6-15-2010

Special Area	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total	gpd	
Acreage	48.09	45.36	25.15	156.37	69.45	28.88	35.67	24.72	30.83	25.58	16.27	15.68	31.52	67.7	16.78	35.71	22.21	10.89	28.96	9.78	746		
Residential (Dwelling Units)¹																							
Single Family Detached	15	9	19	188	15	85	116	75	96	5	30	2	153	152	18	60	73	3			1,114	389,900	
Vertical Residential (attached townhouse, duplex)	134	190	97		81		1	55	67	40		10									675	168,750	
Horizontal Residential (Condos, Apartments, live-above, etc)	62	212	50	1	44				94	191		66	1					22			743	185,750	
Live-Work Units	15	2	10						2												29	14,259	
Hotel (rooms)		120	80																		200	30,000	
Residential Totals (D.U.)=	226	533	256	189	140	85	117	130	259	236	30	78	154	152	18	60	73	25	0	0	2561		
Nonresidential Uses - Gross Floor Area (Square Feet)¹																							
Agricultural																							
Office-Specific	18,000	0	0	0	37,075				0			0	0	0		0	0	0			55,075	8,261	
Commercial (includes flex)	192,405	151,514	38,375	4,084	109,709				63,400			87,666	89,117	0		0	0	56,530			792,800	118,920	
Civic and Institutional-Specific	127,500	19,200	6,825	13,448	126,701				0			0	10,409	13,845		6,207	2,216	4,545			330,896	49,634	
Industrial (acres)	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	28.96	8.80	37.76	146,471
Non-Residential Totals (no industrial)=	337,905	170,714	45,200	17,532	273,485	0	0	0	63,400	0	0	87,666	99,526	13,845	0	6,207	2,216	61,075	0	0	1,178,771		

gpd= gallons per day **TOTAL GPD: 1,111,945**

NOTE: ¹ Combination of proposed development and existing development (to remain unchanged or already consistent with LUP).

- 350gpd / detached home
- 250 gpd / attached , condo, apartment
- 0.15gpd/ SF commercial / office
- 3,879 gpd / acre industrial
- 0.15gpd/ SF civic institutional

***Footnotes and Disclaimer:**

The densities shown are worst-case maximums generated by Town staff by on the policies of Chapters 5 and 6 to properly plan for sewer flows. These flows are approximately 200,000 gallons per day (GPD), or 23-24%, over the Town's current build-out estimates for Downtown; however, these estimates are based on several intensive 3 and 4 story uses locating in Special Areas 1, 2, and 3, which include two hotels. It is unlikely that these areas will all develop at that scale and intensity, and issues such as compatibility with surrounding uses, existing tree preservation, stormwater management, and other design constraints may also reduce density for a given property. Should these area develop at such intensities, private developers will be responsible for upgrades to sewer lines to meet the needed capacity.

These land use projections are for modeling purposes and are advisory in nature. They shall not confirm 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 sewer adequacy, Town approval of development plans, ordinances, or resolutions, will be considered on their own merits for compliance with Town zoning regulations, land use plan policy, minimizing impacts to surrounding properties, and adequacy of other forms of infrastructure.

Appendix A-4
Town's work program to implement this plan?
8/9/2010

TOWN INITIATIVES FOR IMPLEMENTING THE VISION:

Since the Downtown Plan is primarily a land use document that has taken the next step to also identify the type of infrastructure improvements needed for success, the Town is the ultimately the entity charged with implementing the Downtown Plan. There are 10 initiatives provided to "frame" the discussion for implementation in the years to come, and the intent is for a report to be created annually on to the BMA based on each initiative. In the short term, the Development Department would prepare the report with information from Main Street Collierville. In the long term, a new Downtown Collierville Redevelopment Agency would prepare the report with info from Main Street Collierville and Town's Development Department. The 10 initiatives that should be monitored are as follows, and have been indexed below to specific recommendations contained in the Downtown Plan. Except for the groupings in the "timing" column, the ID#s are in no particular order.

1. Funding and Implementation
2. Investing in Downtown
3. Destination
4. Live, Work, Play
5. New Rooftops
6. Historically Significant Districts
7. Neighborhood Stabilization
8. Adaptive Reuse
9. Traditional Design
10. Visual Cues

Legend for Timing	
Already Underway	This specific recommendation is already underway by either the Town or private sector. To accomplish, existing staff and funding resources will be used, with limited or no fiscal impacts to the Town.
Years 1-2	This is primary a planning, study, or design step necessary for future public or private investment. As of July 2010, work on this specific recommendation has not substantially commenced. To accomplish, existing staff and funding resources will be used; however, consultants will likely be needed to accomplish.
Years 3-5	This is design step necessary for future public or private investment, and in some cases is one of the early investments in downtown. To accomplish, will have a direct impact on both staff and funding resources. Consultants will be needed to accomplish. This task cannot be implemented until funding is secured; however, the Board of Mayor and Aldermen is cautiously optimistic that this task is realistic if funding and staff resources can clearly be identified.
Years 5+	This is a long-term public or private investment. To accomplish, they will have a direct impact on both staff and funding resources. Consultants will be needed to accomplish. This task is likely dependent on the completion of other projects and/or the use of grants or TIF funding. The Board of Mayor and Aldermen cannot commit to doing this until funding sources are secured.
Will Use Discretion Based on Future Conditions	This is task, recommended by the steering committee, is difficult to identify within a certain timeframe, and may not be something that the Town undertakes for various reasons (lack of demonstrated need, regulatory constraints of the TIF, etc). Such an item is being left in the Plan for future consideration, but the Board of Mayor and Aldermen is making no commitment to implement this at this time.

ID #	SPECIFIC RECOMMENDATION	TIMING	INITIATIVE
1	Continue to build upon recent investments (Police Court, Tom Brooks Park, White Church, etc)	Already Underway	INVESTING IN DOWNTOWN
2	Stormwater quick fix, low expense improvements(Tier 1 Project)	Already Underway	INVESTING IN DOWNTOWN
3	Other infrastructure modeling (water, sewer, roads) (Tier 1 Project)	Already Underway	INVESTING IN DOWNTOWN
4	Streetscape and Wayfinding Signage of Both Poplar Avenue "Gates" (Tier 1 Project)	Already Underway	INVESTING IN DOWNTOWN
5	Continue to build upon the Morton museum. Work to develop programming for facility	Already Underway	DESTINATION
6	Work with SCS on the Middle School Reconstruction or Relocation and re-use of historic high school	Already Underway	DESTINATION
7	Main Street continues to provide events on the Square that brings people downtown	Already Underway	DESTINATION
8	Build-out of Washington Gates, Twinning's, Cooper/College, Hawkins Haven, etc	Already Underway	NEW ROOFTOPS
9	Use the current Historic District Zoning and Design Guidelines as the preeminent preservation tool within the limits of the local Historic District overlay.	Already Underway	HISTORICALLY SIGNIFICANT NEIGHBORHOODS
10	Continue to find new uses for the White Church and possibly other historic structures (e.g. former Collierville High School building)	Already Underway	ADAPTIVE REUSE
11	Traditional Neighborhood Development (TND) Design Guidelines Amendment (possibly just a short term solution)	Already Underway	TRADITIONAL DESIGN
12	Construction- Tennessee Wars Commission grant wayfinding signs(Tier 1 Project)	Already Underway	VISUAL CUES
13	To add new residents to downtown, the Town welcomes applications (PDs, rezonings, site plans, subdivisions) that: <ul style="list-style-type: none"> • Are Infill and Redevelopment: encouraged where Special Area policy permits • New Private Developments that emulate recent successes downtown • Changes to existing Inappropriate Development to new more compatible forms 	Already Underway	NEW ROOFTOPS
14	Open to land use changes and redevelopment (commit to no use of Eminent domain for private development, relocation efforts explored where practical)	Already Underway	NEIGHBORHOOD STABILIZATION
15	Farmers market stays near square	Already Underway	DESTINATION
16	Assist the Farmers Market with identification, planning, and seeking grant assistance to find a public or privately-owned permanent site somewhere downtown (Tier 1 Project)	Years 1-2	INVESTING IN DOWNTOWN
17	Create a website devoted to the implementation of the Downtown Collierville Small Area Plan	Years 1-2	FUNDING AND IMPLEMENTATION
18	Develop a funding matrix (Town, Developers, owners, grants)	Years 1-2	FUNDING AND IMPLEMENTATION
19	Apply for TDOT Enhancement Grant(s) to fund streetscape improvements.	Years 1-2	FUNDING AND IMPLEMENTATION
20	Establish Tax Increment Financing (TIF) District by making determination of blight, forming a Redevelopment Agency, and adopting a Redevelopment Plan that identifies specific projects that will be funded with TIF revenues.	Years 1-2	FUNDING AND IMPLEMENTATION
21	Capital Improvement Project (CIP) Plan test/project ranking list for Downtown Collierville (will need to be used to complete Redevelopment Plan for use of TIF)	Years 1-2	FUNDING AND IMPLEMENTATION
22	Stormwater modeling	Years 1-2	INVESTING IN DOWNTOWN
23	Center Street/Hwy 72 Intersection Streetscape- Design Only(Tier 1 Project)	Years 1-2	INVESTING IN DOWNTOWN
24	Various Plan updates (major road plan, greenbelt master plan) (Tier 1 Project)	Years 1-2	INVESTING IN DOWNTOWN
25	Reconfigure Railcars(Tier 1 Project)	Years 1-2	INVESTING IN DOWNTOWN
26	Seek TDOT Enhancement Grants for Design and Construction to streetscape Center Street (South Rowlett to South Street, South Street to Hwy 72) (Tier 2 Project)	Years 1-2	INVESTING IN DOWNTOWN
27	Identifying projects to improved North/South and East/West Traffic Movement (Tier 3 Projects)	Years 1-2	INVESTING IN DOWNTOWN
28	Work with SCS on the Middle School Reconstruction or Relocation and re-use of historic high school – Reconstruction/Relocation	Years 1-2	DESTINATION
29	Consider amending ordinance to allow for low-alcohol content beer to be served in all buildings surrounding the Square and at special events	Years 1-2	LIVE, WORK, PLAY
30	Consider revising regulations to permit "accessory dwellings" on single family or townhouse lots with neighborhood protection provisions (e.g., size limits, design standards, process, etc)	Years 1-2	NEW ROOFTOPS

ID #	SPECIFIC RECOMMENDATION	TIMING	INITIATIVE
31	Revise the Historic District Zoning and Design Guidelines (remove suburban development areas, better address alleys for attached dwellings and detached dwellings on small lots)	Years 1-2	HISTORICALLY SIGNIFICANT NEIGHBORHOODS
32	Develop a list of project priorities to present to Shelby County for the Community Development Block Grant (CDBG) program. Incorporate eligible projects as recommended by the Downtown Collierville Small Area Plan.	Years 1-2	NEIGHBORHOOD STABILIZATION
33	Create an Office/Residential District and offer to rezone certain properties on Main and Poplar. (Tier 1 Project)	Years 1-2	ADAPTIVE REUSE
34	Revise parking regulations (shared parking, modernize formulas, etc.)	Years 1-2	TRADITIONAL DESIGN
35	Review building code regulations adopt any new codes for flexibility	Years 1-2	ADAPTIVE REUSE
36	Codes Division to seek training on how to make retrofits to existing properties	Years 1-2	ADAPTIVE REUSE
37	Promote the flexibility through increased outreach to Downtown property owners	Years 1-2	ADAPTIVE REUSE
38	Mixed-Use or Downtown Plan Infill District/Overlay, form-based code, or similar hierarchy of zoning districts (long-term solution) (Tier 1 Project)	Years 1-2	TRADITIONAL DESIGN
39	lowered open space requirements (Tier 1 Project)	Years 1-2	TRADITIONAL DESIGN
40	Infill compatibility (Tier 1 Project)	Years 1-2	TRADITIONAL DESIGN
41	Parking regulations modernization (Tier 1 Project)	Years 1-2	TRADITIONAL DESIGN
42	Targeted revisions to development regulations (see the Traditional Design Initiative)(Tier 1 Project)	Years 1-2	VISUAL CUES
43	Comprehensive Wayfinding Master Plan system (Tier 1 Project)	Years 1-2	VISUAL CUES
44	Parking demand and supply study for downtown with recommendations for future needs	Years 3-5	INVESTING IN DOWNTOWN; LIVE, WORK, PLAY
45	Center Street/Hwy 72 Intersection Streetscape – Construct Improvements(Tier 1 Project)	Years 3-5	INVESTING IN DOWNTOWN
46	Identify, Plan, and Seek Grant for Farmers Market Permanent Site – Construct Improvements (Tier 1 Project)	Years 3-5	INVESTING IN DOWNTOWN
47	Design & partial Construction of streetscape Center Street (South Rowlett to South Street, South Street to Hwy 72– Construct first Phase (Tier 2 Project)	Years 3-5	INVESTING IN DOWNTOWN
48	Design Streetscape of East South Rowlett (Center to Main) (Tier 2 Project)	Years 3-5	INVESTING IN DOWNTOWN
49	Design Streetscape of Washington Street (Main to Mt. Pleasant (Tier 2 Project)	Years 3-5	INVESTING IN DOWNTOWN
50	Design Streetscape of Main Street and Square Area (Poplar to South) (Tier 3 Projects)	Years 3-5	INVESTING IN DOWNTOWN
51	Design East/West Greenbelt (Tier 3 Projects)	Years 3-5	INVESTING IN DOWNTOWN
52	Design Area-wide Stormwater Solutions (Tier 3 Projects)	Years 3-5	INVESTING IN DOWNTOWN
53	Work with SCS on the Middle School Reconstruction or Relocation and re-use of historic high school – Rehab High School	Years 3-5	DESTINATION
54	Heritage Commission (5-year cultural resources action plan- Battlefield Preservation Plan for the Battle of Collierville, etc)	Years 3-5	HISTORICALLY SIGNIFICANT NEIGHBORHOODS
55	Use of other the funding sources available other than (TDOT) Enhancement Grants and Tax Increment Financing (TIF): <ul style="list-style-type: none"> Development Impact Fees Community Development Block Grants Miscellaneous Fees (Parkland Dedication Stormwater Utility) Small Business Loans & Grants: Main Street promotes Small Business Administration (SBA) funds and Service Corps of Retired Executives (SCORE) program 	Years 5+	FUNDING AND IMPLEMENTATION
56	Construct streetscape of Center Street (South Rowlett to South Street, South Street to Hwy72– Construct future Phases(Tier 2 Project)	Years 5+	INVESTING IN DOWNTOWN
57	Streetscape of East South Rowlett (Center to Main) – Construct (Tier 2 Project)	Years 5+	INVESTING IN DOWNTOWN
58	Streetscape of Washington Street (Main to Mt. Pleasant) – Construct (Tier 2 Project)	Years 5+	INVESTING IN DOWNTOWN
59	Streetscape of Main Street and Square Area (Poplar to South) – Construct (Tier 3 Projects)	Years 5+	INVESTING IN DOWNTOWN
60	New Surface Parking Lots and/or Parking Garage(Tier 3 Projects)	Years 5+	INVESTING IN DOWNTOWN
61	Design East/West Greenbelt – Construct (Tier 3 Projects)	Years 5+	INVESTING IN DOWNTOWN
62	Area-wide Stormwater Solutions- Construct (Tier 3 Projects)	Years 5+	INVESTING IN DOWNTOWN
63	Identifying projects to improved North/South and East/West Traffic Movement – Design and Construct(Tier 3 Projects)	Years 5+	INVESTING IN DOWNTOWN
64	Keep other destination downtown uses like Shelby County Health Department, Food Pantry, and Literacy Council if displaced by development of Community Services Site	Years 5+	DESTINATION
65	Over time, add up to 1600 additional rooftops in the study area based on applicable policies of each Special Area and designed to be compatible with the policies of the applicable Character Area.	Years 5+	NEW ROOFTOPS
66	Heritage Commission (5-year cultural resources action plan- Battlefield Preservation Plan for the Battle of Collierville, etc) – Create site	Years 5+	HISTORICALLY SIGNIFICANT NEIGHBORHOODS
67	Improve the four primary Gates to Downtown Collierville as opportunities arise: <ul style="list-style-type: none"> East Gate: Poplar Avenue at Collierville-Arlington Road West Gate: Poplar Avenue at Maynard Way Center Gate: Center Street at Highway 72 Sycamore Gate: Sycamore Street at Highway 72 	Years 5+	VISUAL CUES
68	When the population of Collierville reaches 50,000, seek becoming a CDBG entitlement community providing the Town with annual CDBG funding to complete projects that meet the CDBG Plan that will need to be created.	Will Use Discretion Based on Future Conditions	NEIGHBORHOOD STABILIZATION
69	Consider hiring a grant writer (staff or consultant) depending on future opportunities that may be available.	Will Use Discretion Based on Future Conditions	FUNDING AND IMPLEMENTATION
70	Natchez Street Extension to the West (behind the Square) (Tier 3 Projects)	Will Use Discretion Based on Future Conditions	INVESTING IN DOWNTOWN
71	Study potential impacts of market trends and the policies of this Plan on future retail, office and residential opportunities.	Will Use Discretion Based on Future Conditions	LIVE, WORK, PLAY
72	Main Street Collierville provides additional organized programming and professional marketing efforts to attract businesses and citizens to downtown as well as business cultivation	Will Use Discretion Based on Future Conditions	LIVE, WORK, PLAY
73	Staff person and/or organization that can work with private property owners and the public sector to implement the Plan.	Will Use Discretion Based on Future Conditions	FUNDING AND IMPLEMENTATION