

CHAPTER 2: BACKGROUND AND TRENDS

LAND USE CHARACTERISTICS

The Town of Collierville is approximately 29.35 square miles in size. The Downtown Collierville study area occupies approximately one (1) square mile of the Town's overall land area. At the core of Downtown Collierville is its historic Town Square, one of the Town's defining features dating to the mid-19th century. Collierville's Town Square features a diverse mix of commercial and institutional uses. Additional commercial, industrial, and institutional uses can be found along the thoroughfares leading to Town Square with such non-residential uses concentrated primarily towards the Square. An active rail line operated by Norfolk-Southern Railroad is located on the south side of Town Square. The rail line runs east-west through the study area, as well as the Town. Beyond Town Square lie historic residential neighborhoods that gradually expanded around the Square. These neighborhoods exhibit a variety of architectural styles, the most common including Queen Anne, Gabled Ell, Four-Square, Bungalow, Tudor Revival, Colonial Revival, Minimal Traditional, and Ranch (see also Chapter 4).

Residential development accounts for approximately 52% of Downtown Collierville (see Figure 2-1). Most neighborhoods consist of single-family, detached homes, but a small number of townhome, duplex, and apartment developments (classified as "Residential, Attached" in Figure 2-1) comprise approximately 5% of Downtown's land area. Commercial, office, and light industrial uses combine for approximately 15% of Downtown's land area. Parkland and institutional uses, including several government buildings and churches combine for approximately 15% of the area, as well. Over 16% of the land in the study area is vacant.

EXISTING LAND USE – DOWNTOWN COLLIERVILLE		
LAND USE	ACRES	% TOTAL
Agricultural	4.25	0.65%
Commercial	35.66	5.43%
Industry, Light	50.20	7.64%
Institutional	78.96	12.02%
Office	13.33	2.03%
Parks	23.65	3.60%
Residential, Attached	33.36	5.08%
Residential, Detached	309.39	47.10%
Vacant	108.13	16.46%
TOTAL*	656.94	100%
* Note: Total does not include right-of-way		

Figure 2-1

EXISTING ESTIMATES OF LAND USE MIX, DENSITY, AND INTENSITY FOR THE DOWNTOWN STUDY AREA	
RESIDENTIAL DWELLINGS	TOTAL DWELLINGS
Single Family Detached	602
Vertical Residential (attached townhouse, duplex)	20
Horizontal Residential (Condos, Apartments, live-above, etc)	219
Live-Work Units	0
Hotel (rooms)	0
Totals=	841
NONRESIDENTIAL USES - GROSS FLOOR AREA	SQUARE FEET
Commercial & Institutional	1,143,112
Industrial	511,063.50
Totals=	1,654,176

Figure 2-2

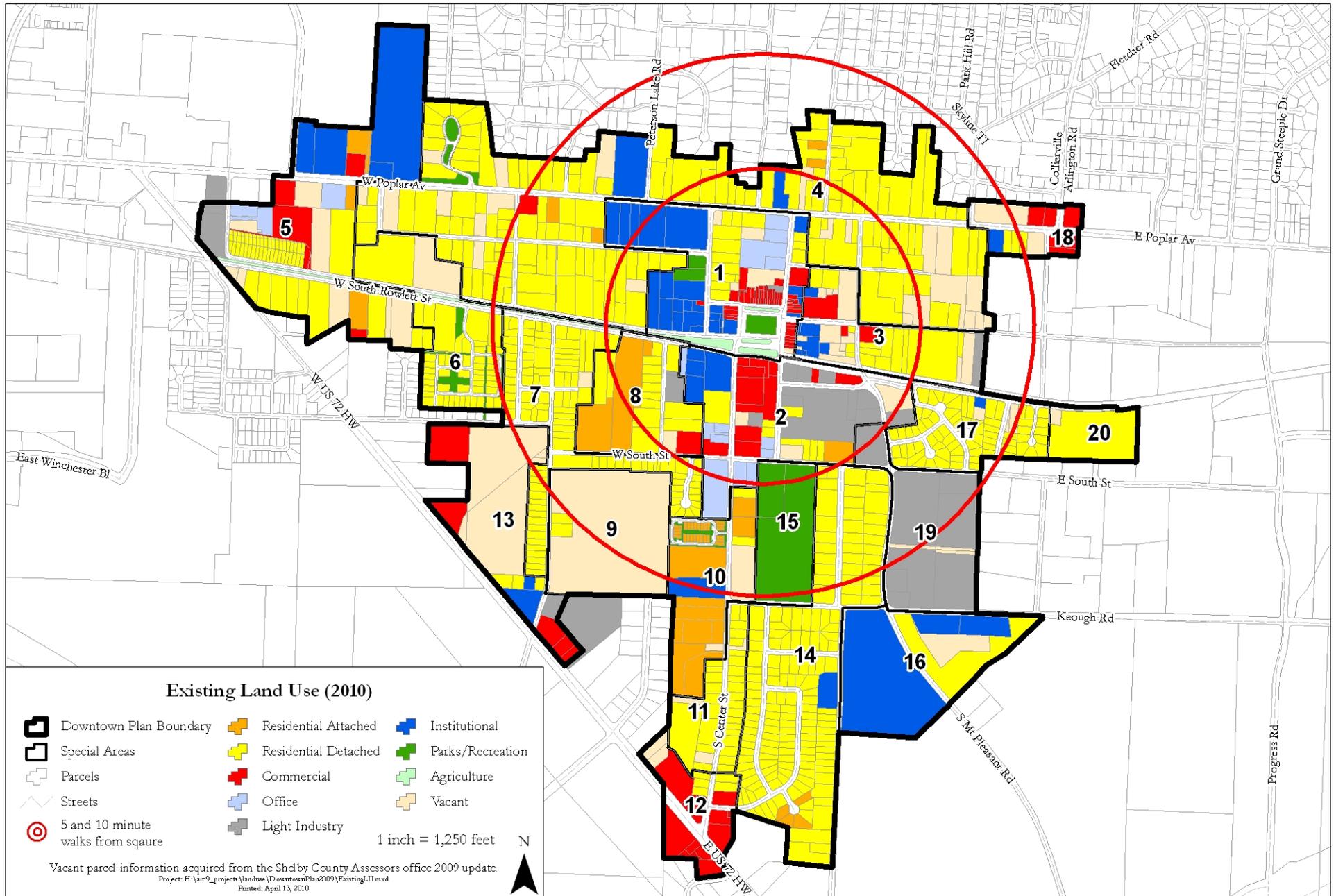


Figure 2-3

HISTORIC TRENDS

Population, Educational Attainment, and Income

The Town of Collierville has experienced rapid growth primarily since the 1960's. The Town's growth rate was at its highest during the 1990's, when growth exceeded 12% per year (Figure 2-4). During this same period however, Downtown and its surrounding area had lost population (Figure 2-5).

Most of the study area is located within Census Tract 216.20. Census Tract 216.20 is bounded roughly by Poplar Avenue to the north, the Fayette County line to the east, US 72 and Shelby Drive to the south, and Byhalia Road to the west. Readers should note that Census Tract 216.20 does include residential areas outside the study area, including Alcorn Village and the Harris Estates Subdivisions in the vicinity of West Street, the Sycamore subdivision (located south of US 72), and portions of the Oak Grove Planned Development along Byhalia Road. Smaller portions of the study area (located north of Poplar) are located in three separate tracts: 216.11, 216.12, and 216.13.

The drop in population and the growing divide in other demographic categories between Downtown and the entire Town were identified as concerns in 2005's *Downtown Square Development Plan*, prepared by Market Street Services. Census data demonstrates this growing divide, as between 1990 and 2000, with the population within Census Tract 216.20 dropping from 3,111 to 2,751 residents (approximately -10%) while the entire Town's population grew over 120% during the same time period.

The most recent Census (2000), as cited in the 2005 Market Street Plan, also showed significantly lower formal education levels (Figure 2-

TOWN OF COLLIERVILLE POPULATION (1960-2008)		
YEAR	POPULATION	ANNUALIZED PERCENTAGE INCREASE IN POPULATION (FROM PREVIOUS DECADE)
1960	2,020	-
1970	3,651	8%
1980	7,839	11%
1990	14,427	8%
2000	31,872	12%
2008*	44,304	5%

SOURCE: US Census, Collierville Special Census*

Figure 2-4

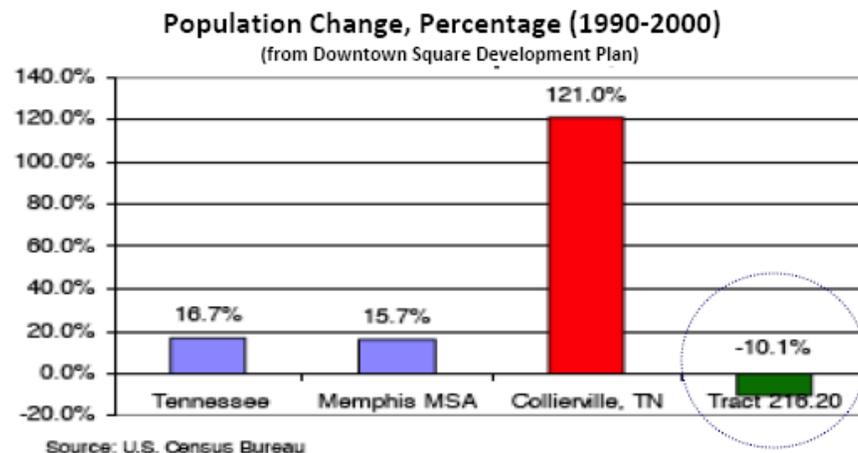


Figure 2-5

6) for Downtown residents compared to Collierville in general, with almost a third of Downtown residents without a high school diploma. Education levels in the Downtown area were also lower than those found in the state and the Memphis metropolitan area (i.e. MSA).

The 2000 Census also indicated that per capita income for Downtown-area residents (\$15,242) was almost half of the income earned by residents Town-wide (\$30,252). Similarly, poverty levels were significantly higher in the Downtown area (13.2%) compared to Collierville overall (2.4%), with levels similar to those experienced in the state (13.4%) and the Memphis metropolitan area (15.3%).

Demographic Changes since 2000: It is suspected that new neighborhoods, such as Magnolia Square, and continued reinvestment in the historic district made since the last nationwide

EDUCATIONAL ATTAINMENT FOR POPULATION OVER 25 (2000)				
HIGHEST LEVEL OF EDUCATION	TENNESSEE	MEMPHIS MSA	COLLIERVILLE	TRACT 216.20
No high school diploma	24.1%	20.2%	6.8%	28.4%
High school graduate	31.6%	27.9%	18.9%	38.8%
Some college, no degree	20.0%	23.9%	27.2%	19.5%
Associate Degree	4.7%	5.2%	6.0%	3.0%
Bachelor's Degree	12.8%	14.9%	29.8%	7.5%
Graduate Degree or higher	6.8%	7.8%	11.4%	2.8%

SOURCE: US Census (2000)

Figure 2-6

Census in 2000, may change some of these demographics (income, education level), and the influx of new houses may counterbalance the loss of population; the next US Census is scheduled for the calendar year 2010.

Residential Market Trends

The Collierville residential market, traditionally a strong market for residential growth, has experienced a decline in growth between 2007 and 2010. Collierville is not alone in this regard, as communities across the nation have been impacted negatively by one of the worst economic conditions since the Great Depression.

When home construction recovers more urban focus is expected – “incorporating smaller lots, townhouses, and town-center mixed use projects, which include single-family housing and condominium buildings” (ULI/PricewaterhouseCoopers LLP, “Emerging Trends in Real Estate: 2010”). Demographic shifts are considered to be one significant factor in this change. Over the next decade housing demand is projected to be concentrated in age groups between 25-39 and 55-69 (Robert Charles Lesser & Co. – RCLCO, 2008). “Echo boomers” (aka Generation Y, aka Millennials), generally born between 1980 and 1995, and older baby boomers (55-64 years old) are showing a shifting preference in locating in central cities and suburban town centers (McIlwain/ULI, 2010). Changes brought on by the economy are expected to lead to a drop in home ownership rates from a peak of 69% in 2004 to a long-term ‘settled’ rate between 62% – 64% (ibid).

The implications of these changes are that, for the foreseeable future, housing will emphasize design over size and growth in urban environments. The same will hold true for the suburbs, where “urban pulse points” (i.e. walkable areas within proximity to shopping and/or work) are accessible (RCLCO, 2008). Figures 2-7 and 2-8 have been provided to depict the differences between such walkable traditional building forms as compared to conventional suburban development patterns common after WWII. The majority of this Plan is designed to produce walkable traditional building forms (see also Chapter 5).

Retail and Office Market Trends

As with the residential market, the retail and office markets are experiencing fundamental changes brought on by the economy and generational changes in preferences. Even with anticipated rises in employment and wages in the future, fewer retail stores per capita are expected due to oversupply, credit restraints, debt, and a continuing increase in internet sales (ULI/PricewaterhouseCoopers LLP).

Future retail growth is expected in mixed-use developments with more re-use strategies involving retrofitting existing development for new town center projects. Office development is expected to follow an increasing preference for urban environments, including “suburban nodes with urban amenities” with decreasing interest in suburban office parks (ibid).

Implications for Downtown Collierville

Although Downtown Collierville’s growth rate has stagnated in past years, recent and emerging trends indicate a growing demand for walkable, mixed-use areas. As the traditional “heart” of Collierville, the Downtown area already has many of these characteristics and can capitalize on these changes.

Housing Pod



Conventional Suburban Development Pattern



Walkable Traditional Development Pattern

Townhouse Pod

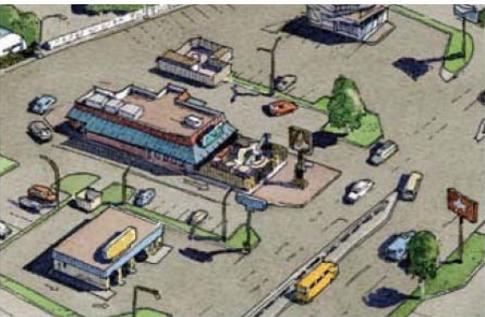


Conventional Suburban Development Pattern

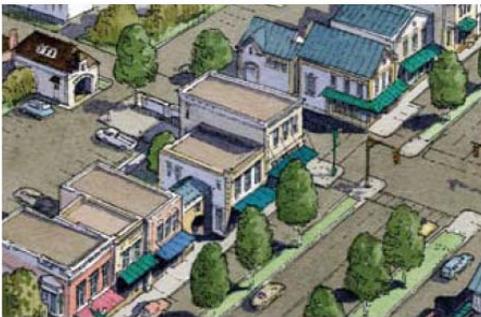


Walkable Traditional Development Pattern

Retail Development



Conventional Suburban Development Pattern

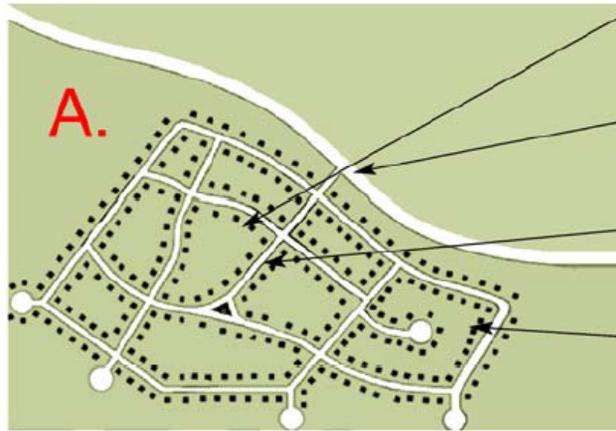


Walkable Traditional Development Pattern

Additionally, with the construction of I-269, the US Highway 72 Corridor at Downtown's southern border will transition from a 'back door' to an important 'front door' gateway into the Town of Collierville. Improvements to US Highway 72 and Center Street are also being planned to help revitalize this primary link between I-269, SR-385, and Collierville's Historic Downtown (see Chapters 4 and 6).

Participants in planning efforts involving Downtown Collierville, including this project and past efforts such as the Downtown Square Development Plan (2005) and Comprehensive Preservation Plan (2000), have emphasized the importance of revitalizing Downtown's core through increasing the number of residential 'rooftops' and housing options in the Downtown area (see also Built-Out Assumptions in Appendix A-3). A key consideration will be accommodating growth while maintaining Downtown's historic character and small-town charm.

Figure 2-7



- single-use zones isolate functions, building types, and intensities of development
- single access points encourage increased congestion on arterial streets
- each individual development has an isolated, disconnected, internal street system
- conventional property subdivisions make pedestrian connections between uses impossible

Example A- Conventional Suburban Development Pattern:

Typically segregated by use, two stories or less in height, primarily or exclusively automobile-oriented, has parking between the building and the street, and served primarily by curvilinear streets.



- form-based planning blends uses, building types and densities to create a pedestrian-friendly environment
- individual development parcels work together to create an interconnected system of streets and spaces
- a variety of connections among uses promotes diffuse traffic and more travel options
- blended uses and block network promote pedestrian connections

Example B- Walkable Traditional Development Pattern:

Typically includes mixed-uses, or residential and nonresidential uses in proximity to one another, buildings typically more than one story tall and built close to the street, a high level of architectural detailing on the primary building façades, the use of a modified street grid system, pedestrian oriented site design (rather than exclusively or predominantly for the automobile), and off-street parking located to the side or rear of buildings.

Figure 2-8