

Collierville

Land Use Plan: Downtown Collierville Small Area Plan



July 26, 2010

Acknowledgements

The Steering Committee Recommended Approval June 22, 2010. Adopted by Planning Commission July 1, 2010, via Resolution 2010-15 and then on July 26, 2010, by Board of Mayor and Aldermen via Resolution 2010-34. Effective date July 26, 2010.

This Small Area Plan is the product of over thirteen months of dedication and hard work since the project was initiated by the Board of Mayor and Aldermen (BMA). The duration of this effort could also be calculated at over 10 years if the important contributions of the previous planning efforts to study downtown Collierville are taken into consideration. This Plan would not have been possible without the involvement from the following groups and people:

Steering Committee

Bill Cox
Doug Dickens
Kim Endraske
Allen Green, Vice-Chairman
Tommy Hart
Mark Heuberger
Chad Kelsey
Annett Key
Richard Lee
John McCarty
Rev. Pastor Ladaryl Odum
Alderman Mike Russell, Chairman
John Shepherd
Laura Todd

BMA as Ex-Officio Members of Steering Committee (Non-Voting)

Mayor Stan Joyner
Jimmy Lott (Planning Commission liaison)
Maureen Fraser
Tom Allen
Tony Sarwar

Planning Commission

Frank Fitzgerald
Donna Huntzicker, Secretary
E. Dale Jamieson
Alderman Jimmy Lott
Justin Mitchell, Chairman
Jerry Priester
Scott Rozanski
John Shepherd
John Worley, Vice-Chairman

Technical Advisory Support

The following firms and individuals graciously and generously volunteered their time and expertise, provided many of the plan's pictures, and helped the Steering Committee and Project Team refine ideas for the Plan:

- McGehee Nicholson Burke Architects
- Dalhoff Thomas Daws Planning and Landscape Architecture
- Looney Ricks Kiss Architects
- Rusty Bloodworth

Project Team Members (Town Staff)

Jaime Groce, Town Planner (Project Manager)
Scott Henninger (Urban Design Manager)
Jason Gambone, Development Director
Keith Reasons & Kevin Bingham, GIS Support
Diana Dubois
Jamey Jones
Sean Isham
Nancy Boatwright
Jim Kuzdas
Shari McNeil
Jennifer Sheppard

Previous Efforts and Other Contributors

Below is a listing of the previous downtown planning efforts primarily consulted by the staff and Steering Committee to develop this Plan:

- Town Square Study Report by the Collierville Chamber of Commerce and Dalhoff Thomas Daws (2001)

- Comprehensive Preservation Plan by Looney Ricks Kiss Architects (2001)
- Downtown Square Development Plan by Market Street Services, Inc and Sizemore Group (2005)
- Diagnosis and Annotated Outline of the Downtown Plan, which included the DNA Roadshow findings, by the Town of Collierville (February 2010)

The Development Department gratefully acknowledges the assistance of the Downtown Neighborhood Ambassadors (DNA Teams for short) that helped with the visioning exercise during the fall of 2009 and those that participated in the development of this Plan during the early months of 2010. Many other unnamed property owners, residents, and business owners interested in the future of Downtown Collierville gave their time and thoughts. You know who you are, and you helped to make this Plan better.

Graphic Support Services

Several of the exhibits and figures in this plan are made possible from a Main Street Innovation Grant funded under an agreement with the Tennessee Department of the Economic and Community Development, and administered through Main Street Collierville. The Development Department gratefully acknowledges the assistance of the following firms that provided an important visual study of what the policies in this plan could mean for Downtown Collierville:

- Dalhoff Thomas Daws Planning and Landscape Architecture (Before and After Streetscape Modeling, road designs)
- McGehee Nicholson Burke Architects (3-D Model)
- Greenward Studio (3-D Model, Perspective Renderings)





TABLE OF CONTENTS	Page #	CHAPTER 4: DOWNTOWN COLLIERVILLE'S HERITAGE	Page #
CHAPTER 1: INTRODUCTION			
Planning Area Defined (including map) -----	1-2	Introduction -----	4-2
Planning Process and Public Involvement -----	1-4	Historical Analysis -----	4-3
Vision and Guiding Principles -----	1-6	Architectural Summary of Downtown -----	4-15
Role of the Character Studies -----	1-7	Summary of Historic Preservation Efforts -----	4-19
Relationship to Other Plans -----	1-8	Coordination/Action Steps -----	4-20
CHAPTER 2: BACKGROUND AND TRENDS		CHAPTER 5: FUTURE LAND USE AND CHARACTER	
Land Use Characteristics -----	2-2	Overview and How to Use this Chapter -----	5-2
Historic Trends and Growth Potential -----	2-4	Role of the Character Studies -----	5-2
Market Trends (Residential, Retail, Office) -----	2-5	Character Areas (includes map) -----	5-2
Implications for Downtown Collierville -----	2-5	Role of Special Areas (includes location map and acreage summary table) -----	5-27
CHAPTER 3: INFRASTRUCTURE, PUBLIC SERVICES, AND FACILITIES		Special Areas (includes a location map and Character Studies for each area) -----	5-28
Introduction -----	3-2	CHAPTER 6: PRIORITIES AND NEXT STEPS	
Parks & Recreation -----	3-2	Priorities -----	6-2
Transportation and Corridors -----	3-8	Various Initiatives for Plan Implementation -----	6-6 to 6-16
Sewer -----	3-15	Next Steps and Implementation Tools -----	6-16
Water -----	3-16	APPENDIX	
Electricity and Natural Gas -----	3-16	Glossary -----	A-1
Stormwater -----	3-16	2010 Existing Estimates for Land Use Mix, Density, and Intensity in the Downtown Study Area -----	A-2
Schools -----	3-17	Build-Out Projections for Land Use Mix, Density, and Intensity for Downtown Study Area -----	A-3
Police -----	3-17	Town's Work Program to Implement the Plan -----	A-4
Fire -----	3-17		
Parking as Infrastructure -----	3-18		