COLLIERVILLE

LAND USE PLAN : I-269 SMALL AREA PLAN

Adopted:

April 2, 2009

ACKNOWLEDGEMENTS

This Plan is the product of over six months of dedication and hard work. The Plan would not have been possible without the involvement from the following groups and people.

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Alderman Jimmy Lott
Alderman Mike Russell
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I-269 SMALL AREA PLAN OUTLINE

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Make no little plans; they have no magic to stir people's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that your children and grandchildren are going to do things that would stagger us. Let your watchword be order and your beacon beauty.

Attributed to Daniel H. Burnham, 1910

This plan is available on-line at http://www.collierville.com. Questions or comments regarding the plan can be sent by mail to the Town of Collierville Planning Division, 500 Poplar View Parkway, Collierville, TN 38017, or by calling 901-457-2360.

Introduction

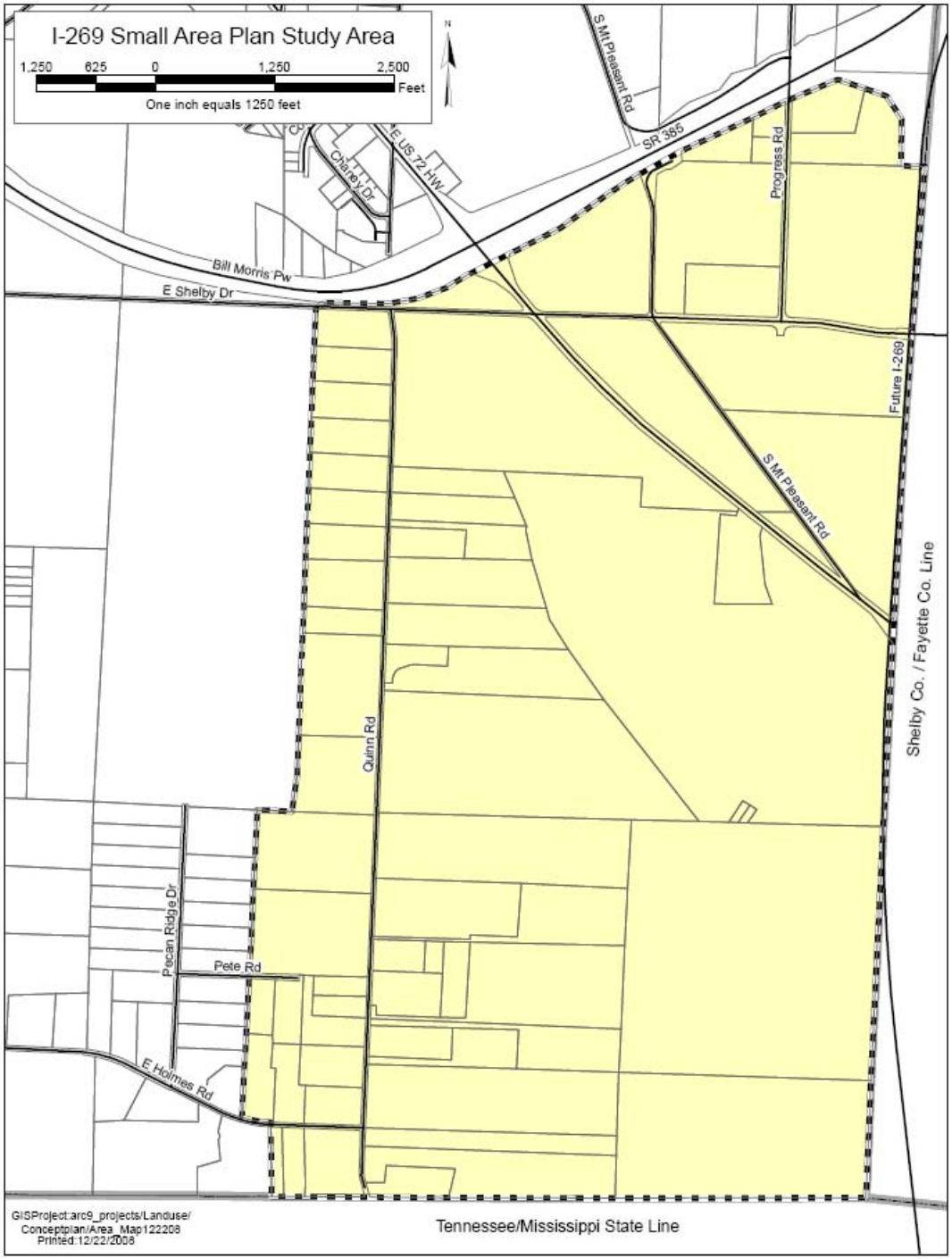
The I-269 Small Area Plan has its roots in concerns that grew among the Collierville community during the summer of 2008 about the impacts that I-269 would have on the Town, and the quality of the land uses that would be seen along Highway 72 as pressure for development in these areas ensued. Rather than see this corridor be incrementally developed in a piecemeal fashion, the Town formed a steering committee in October 2008, supported by staff, to study the corridor and to develop policies that would insure quality, consistency, and predictability.

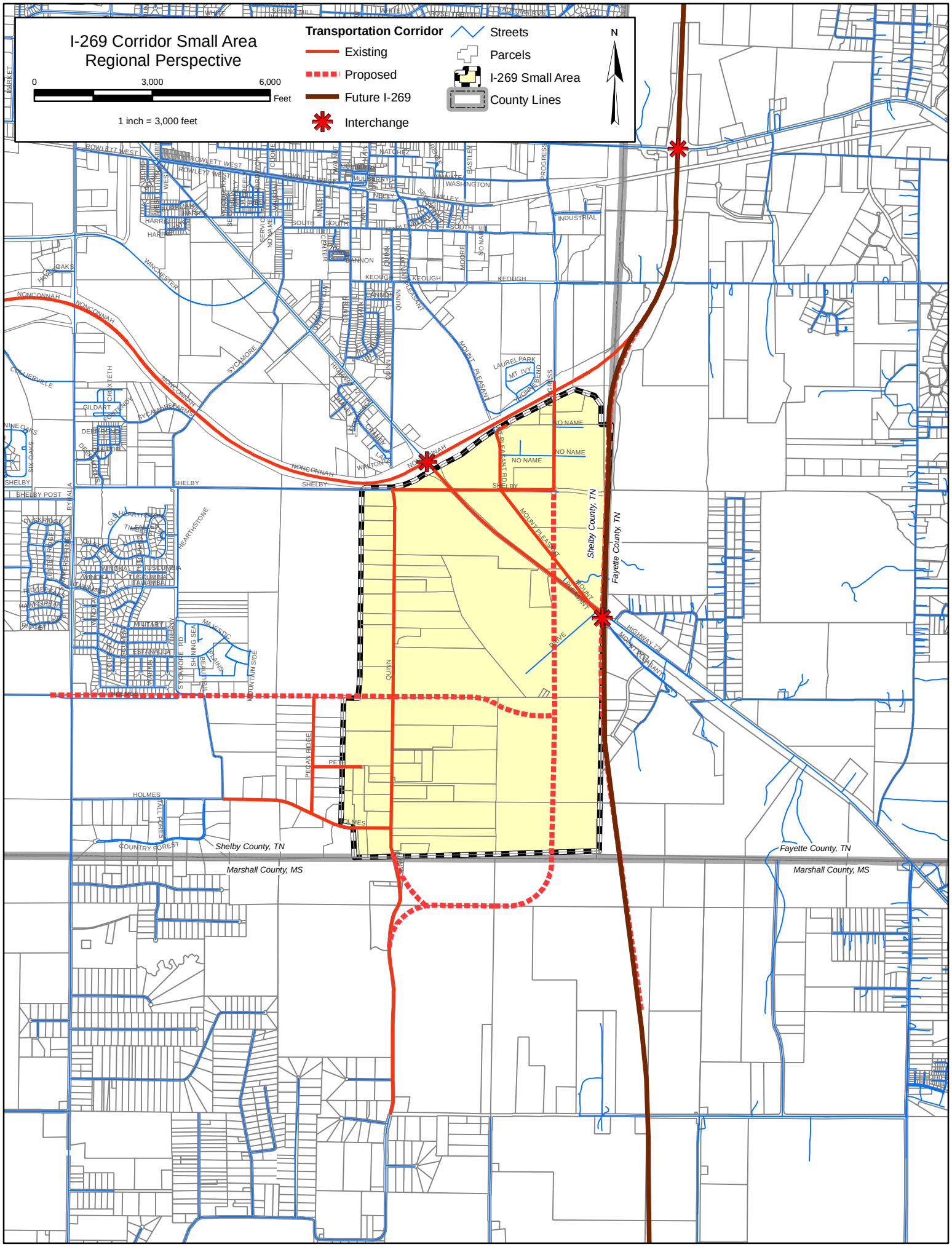
After more than fourteen public meetings, hearings, and forums, in April of 2009 this policy was completed. The end result of the effort is a small area land use plan, and its density projections are very close to the anticipated growth expected by the 2007 sewer study for the area, but the hope is that the development patterns, configurations, and character will be more congruent with the original hometown identity of Collierville - walkable, sustainable, and environmentally sensitive than may have otherwise occurred without such a small area plan. To remain true to the hometown identity of Collierville, careful attention was given to the preservation of the rural characteristics of the Quinn Road corridor, including future Major Road Plan updates that are needed in this area due to the impacts of I-269.

This Small Area Plan is a working document and should be re-evaluated and modified, as needed, every five years to ensure that it meets current and changing expectations.

Relationship to Other Plans

The I-269 Small Area Plan is considered to be a subcomponent of the Land Use Plan originally adopted August 13, 2001 (as amended), and these documents are collectively known as the Collierville Land Use Plan. If there are any conflicting polices between the 2001 Land Use Plan (as may be revised), the policies contained within the I-269 Small Area Plan shall govern.




I-269 Corridor Small Area
Regional Perspective
0
3,000
6,000
Feet
1 inch = 3,000 feet
Transportation Corridor
Existing
Proposed
Future I-269
Interchange
Streets
Parcels
I-269 Small Area
County Lines
N
Shelby County, TN
Fayette County, TN
Marshall County, MS
Shelby County, TN
Fayette County, TN
Marshall County, MS

Planning Background

The I-269 Area includes 1,529 acres and is located in the south-eastern portion of the Town of Collierville and its Urban Growth Boundary (UGB). The area will be served by three regional corridors: SR-385 (Bill Morris Parkway), Highway 72, and I-269 (planned). It is bound on the north by SR-385, on the east by the Fayette County Line, on the south by the Mississippi State Line, and ends west of Quinn Road. The area is largely undeveloped with the exception of an established rural residential character along the Quinn Road corridor and emerging industrial uses along Progress Road. There is a substantial amount of land available for development in the area, especially between the SR-385/Highway 72 and the planned I-269/Highway 72 interchanges and along the right-of-way for the planned I-269. The I-269/Highway 72 interchange offers a major regional economic development opportunity for the Town. The several large parcels of undeveloped land will have a significant impact on the character of the area.

The construction of I-269 combined with Highway 72 and SR-385 positions this area as one of the principal regional gateways into the community. This location is expected to generate a significant amount of traffic that will make the area near the interchanges an important commercial location. A standard for higher-quality development is appropriate for this significant gateway location.

I-269 is a part of the larger I-69 system. The portion of I-269 affecting Collierville's eastern edge is part of Segment 9 of Corridor 18, which is planned from Hernando, Mississippi to Millington, Tennessee. Corridor 18 has been described as a "North American trade route," and "international trade route," and a "NAFTA corridor." In recognition of the important role I-69 can play, a steering committee of eight state departments of transportation and the Federal Highway Administration adopted this statement of overall purpose: To improve international and interstate trade in accordance with national and state goals; to facilitate economic development in accordance with state, regional, and local policies, plans, and surface transportation consistent with national, state, regional, local needs and with Congressional designation of the corridor. This small area plan reflects the local policies and plans of Collierville as it relates to this new route.

Transportation and land use issues do not stop at jurisdictional boundaries. Given the impact that I-269's construction will have on not only on Collierville, but the entire region, municipal and county governments within the greater Memphis metropolitan area should coordinate efforts to avoid haphazard development and other destructive impacts along I-269's route and to ensure that the proposed freeway serves as an asset to the region.

Regional freeways, including proposed I-69 and I-269

Vision

The I-269 Area will be a symbolic gateway into Collierville, Shelby County, and the State of Tennessee, and will embrace this responsibility through the creation of mixed-use centers, walkable office and retail environments, complete and sustainable neighborhoods, quality architecture and landscaping, accommodating a mixture of housing options within traditional building forms, and featuring environmentally-sensitive design, innovative development techniques, and site designs that are well integrated with pedestrian and vehicular connections.

The I-269 Area will be a major economic development engine for the Town in the decades to come, with a quality built environment created along Highway 72, with minimized impacts on the rural, agrarian, and residential uses to the west. Specifically, the Quinn Road Corridor will be preserved in both its land use and tree-lined road rural character to tell to future generations the story of Collierville's agrarian heritage.

Growth Potential (Based on 2001 Land Use Plan)

The adopted 2001 Land Use Plan envisioned a combination of Estate Residential (allowing a maximum of one dwelling for every two acres), office, industrial, and commercial uses in the study area.

Commercial/retail uses were concentrated at the interchange of Highway 72 and SR-385. Further to the south, office and estate residential uses were proposed along Highway 72 to the Fayette County line. Industrial uses were proposed along Progress Road, south of SR-385, as part of an existing industrial area that extends north towards Poplar Avenue (US 57). Estate residential uses were also planned along both sides of Quinn Road and to the north and east of Nonconnah Creek. Approximately 221 acres, located at the southeast corner of the study area, were designated for agricultural uses. The most common land use designation in the study area is "estate residential" (comprising 54.7% of the study area), followed by "agricultural" (13.5%), "industrial" (11.4%), and "office" (10.9%). Commercial land use is proposed for 1.7% of the study area.

The table to the right (Table 1) provides an estimate of what the study area could accommodate under the 2001 Land Use Plan.

Table 1
Study Area Growth Potential (2001 Land Use Plan)

Use	Maximum Build-Out
Residential [1]	453 dwellings
Commercial [2]	273,883 sq. ft.
Office [3]	3,659,693 sq. ft.
Industrial [4]	2,496,903 sq. ft.

[1] Estimate of .5 dwelling units per acre (per existing Estate Residential designation), adjusted for estimated ROW (10%-15%).

[2] Assumes Floor Area Ratio (FAR) of 0.25

[3] Assumes FAR of 0.50

[4] Assumes FAR of 0.33

Public Involvement in the Planning Process

As noted in the introduction, over fourteen public meetings, hearings, and forums were held regarding the small area plan (from the fall of 2008 to the spring of 2009). The I-269 Small Area Plan could not have been realized without the input of local residents and stakeholders. In addition to public meetings and forums, Town staff also conducted a series of stakeholder interviews and an online survey. The following list includes the most frequent comments from the individual stakeholder meetings:

- The study area will become the Town's main gateway.
- Community will be re-oriented towards this area, with our current "back door" becoming a second "front door."
- Geographic advantage of the study area (e.g. I-269 is located at the midpoint of I-69 between Montreal and Mexico City).
- Estate residential uses along Highway 72 are inappropriate.
- Retail growth is likely along Highway 72 at interchanges (SR-385 and proposed I-269).
- Single-use office complexes are not likely to develop in the study area.

Survey Results

As part of the planning process, Town staff prepared an on-line survey to better understand individual concerns about growth and development in the study area. A link to the survey was included with a mailing sent to area property owners in December 2008. The survey was also advertised on the Town's website. The survey was available online from late December to late February.

The Town received 71 responses to the survey. A majority of the respondents (85%) were either strongly opposed or opposed to future development in the area being oriented towards highway-related land uses. When asked which types of businesses or services were least preferred along the Highway 72 Corridor within the study area, the most frequent responses included truck and automobile-related uses and industrial uses (see Table 2).

By contrast, the most preferred uses included smaller scale commercial uses such as sit-down restaurants, coffee shops, and bakeries. Developments with a mix of shops, offices, and residential were preferred, as were hotel/conference center uses (see Table 3).

Table 2
Least Preferred Uses Along Highway 72

Use	Percentage of Overall Responses Against
Truck Stop	88%
Car Dealership	87%
Industrial/Warehouse	75%
Auto Repair	71%
Big Box Retail	60%
Motel	57%

Table 3
Most Preferred Uses Along Highway 72

Use	Percentage of Overall Responses in Favor
Restaurants (sit-down)	74%
Mix of Shops, Offices, and Residential	59%
Coffee Shops/Bakery	55%
Hotel/Conference Center	46%
Outdoor Auditorium/ Civic Space	45%

Regarding future concerns, most cited the loss of existing rural character and rampant commercialization (similar to what can be found along Germantown Parkway in the vicinity of Interstate 40). Increases in crime and traffic were also concerns. Most respondents (81%) agreed that Quinn Road should maintain its rural character.

Open House

An Open House meeting was held on January 15, 2009. The purpose of the meeting was to obtain comments and concerns regarding future growth in the study area. The meeting was facilitated by Town staff and was attended by area residents, property owners, interested citizens, Steering Committee members, and elected and appointed Town officials. Several maps and exhibits were presented at the meeting, including a draft Land Use Plan and proposed design concepts being considered by the Steering Committee for the study area. The feedback received at the meeting was similar to the survey findings. The following list summarizes the most frequent comments expressed by attendees regarding the future of the study area:

- **Land Use:** Preserve the rural character of the Quinn Road. Properties with frontage on either side of Quinn Road should remain rural.
- **Stateline Road & I-269 Frontage Road:** A new segment of Stateline Road should be extended east of Quinn Road just south of the state line in Mississippi and connect with a north/south road, such as a frontage road along the west side of I-269 or another north/south road, to help divert traffic from Quinn Road.
- **Holmes Road:** The current Major Road Plan shows Holmes Road being extended from Byhalia Road directly east to Highway 72 and further eastward into Fayette County (approximately 2,500 feet north of the existing extension of Holmes Road east of Byhalia Road) – the location of Holmes Road should be adjusted on the Major Road Plan due to cemeteries, historic properties, and gas lines in its path. The existing eastern extension of East Holmes Road, which terminates at Quinn Road should not be extended east of Quinn Road.
- **Quinn Road:** Do not expand Quinn Road as called for in the Major Road Plan (to a four lane thoroughfare with a median and turn lane) – reduce the proposed width to save existing tree canopy and maintain rural character. Consider reconnecting (under, over, through) Quinn Road on either side of Bill Morris Parkway (SR-385). Consider additional thoroughfares (see Stateline Road comments above) to divert traffic from Quinn Road.
- **Mt. Pleasant Road:** Reconnect Mt. Pleasant Road on either side of Bill Morris Parkway (under, over, through).
- **Parks:** Consider allowing horses on the proposed regional greenbelt trail planned for the area. Consider a municipal park with an equestrian theme for the area, as well as a separate equestrian trail (separate from the greenbelt trail).

- **Crime:** Existing response times to East Holmes Road and Quinn Road from the County Sheriff's Department are too long.

Public Services and Facilities

Sanitary Sewer

Based on the land use and density assumptions pursuant to Table 4 (see p. 42), the flows are the same, or within 5%, as was modeled and planned for in the Town's 2007 Southeast Sewer Master Plan. Therefore, there should be utility capacity for the policies in the I-269 Small Area Plan. Essentially, the land use and density assumptions in the I-269 Small Area Plan are the same as the 2007 Southeast Sewer Master Plan, except that the policies for the land use mix and design have been rearranged and updated to create more sustainable, complete, and environmentally-sensitive development patterns. Any other land use changes that could increase flows will require a more detailed analysis including what type of buildings are planned.

Water

Water services to this area will be provided by the Town of Collierville. An existing 6-inch line is located along Highway 72. A 16-inch line is planned to accommodate growth in the area. In order to adequately provide services to new growth south of SR-385, the Town will build a new water plant. The plant is planned west of the study area and east of Sycamore Road, in the vicinity of Shelby Drive. The actual schedule for water-line construction will depend upon the time frame of development in the area.

Town Police

It is anticipated that this area would be served by the Town's patrol zone concept, and each new development would need to be analyzed for its impact on shift and patrol needs. Currently, the police department does not plan on using substations to serve the I-269 Area, and the renovations to the Police Department at its downtown location have been designed with future growth and centralization in mind; however, the demands on the Police Department due to increased growth will need to be monitored to ensure adequate service levels upon ultimate build-out of the Town.

Town Fire

To keep response rates at optimal levels for this growing area, Firehouse #6, already planned for the west of this area and within the CIP, will be needed. With Firehouse #6 in place and a gridded street network, based on the Town's March 2002 Fire Station Location and Resource Allocation Study, it is not currently anticipated that a new fire station will be needed within the I-269 interchange area. Firehouse #2 will serve the area until Firehouse #6 comes on line. The demands on the Fire Department due to increased growth in the study area should be closely monitored.

Regarding the possibility of buildings taller than 70 feet in the I-269 interchange area, although stringent construction codes will allow for such if the zoning permits such height, the existing fire equipment and ladders will not. Before buildings taller than 70 feet in height are built, a ladder truck with a height of 100 feet or greater should be part of the Town's resources. Such a truck is already included in the Town's CIP.

Schools

Public school services are provided by Shelby County Schools. This plan encourages the siting of schools, especially elementary schools, to be coordinated with overall neighborhood design. Schools are an institution that can reinforce a sense of community. Likewise, the co-location of schools and parks is encouraged.

However, this plan recognizes that the Shelby County School system must work within their criteria of determining locations of schools relative to overall attendance zones, so the schools needed to serve this growth may or may not actually be located in the I-269 Study Area. Thus, while the demand on schools may be anticipated, school location planning must remain flexible.

Natural Gas

Natural gas service will be provided by Memphis Light, Gas, and Water (MLG&W). The Town will work with MLG&W to identify locations that meet system requirements and minimize the aesthetic impact on the area. The timing will be coordinated with each developer to provide natural gas to their development. The visibility of the substation should be minimized from public rights-of-way and from existing residential areas.

Electricity

There will be a need for additional substations to meet the needs of the projected buildout for the area. The Town will work with MLG&W to identify locations that meet the system requirements and minimize the aesthetic impacts on the area. Typically, substations require approximately three acres each. The visibility of the substation should be minimized from public rights-of-way and from residential areas.

Transportation

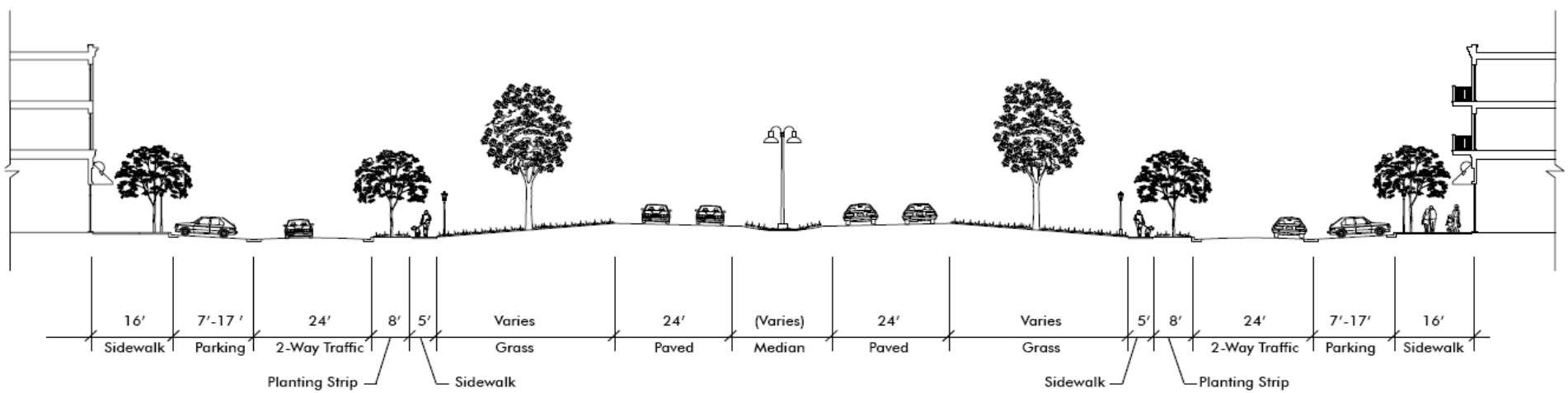
One of the I-269 Area's assets is that it will be served by three regional thoroughfares: planned I-269, SR-385, and Highway 72. This strength, however, also creates a few challenges that must be addressed. One of the greatest challenges is that these regional thoroughfares disrupt the flow of local traffic within the area and limits linkages to other areas, such as Collierville's Downtown Area to the north. Collierville's Major Road Plan has not been updated to reflect the advent of I-269 and the ramifications of the future land uses being contemplated by this small area plan. Providing adequate transportation infrastructure to keep up with the growth and new traffic demand that I-269 will bring is one of the most important public service issues facing this area. It is recommended that high priority be placed on updating the entire Major Road Plan for the Town, especially as it relates to this area.

A road project of the magnitude of I-269 requires a regional, multi-jurisdictional approach to future road planning instead of a piecemeal effort by individual municipality, state, or county governments. Collierville, in addition to updating its own Major Road Plan, should formally request updating the Metropolitan Planning Organization (MPO) Major Road Plan as part of a coordinated effort of governmental bodies within the region. It should be noted that small area planning efforts, like this one, are based on known factors and trends, and if route or interchange locations, or land use projects, change, then the policies of this Small Area Plan should be revisited.

Given that true mixed uses are being considered for Special Areas 1 and 2, and its proximity on regional and local trail systems, the Major Road Plan update should include a meaningful pedestrian and bikeways component. High priority also should be placed on Highway 72 from the Fayette County Line to Poplar Avenue in terms of widening and streetscape design enhancements. The protection of the rural character and the tree-lined aspects of Quinn Road is of foremost concern, and the goal is to achieve a character similar to the existing character found along Bray Station Road between Civic Center Drive and Frank Road.

There are several major capital facility needs that impact the area, or that need to be studied further with an update to the Major Road Plan, including:

- **I-269:** The design of the I-269 overpass at Highway 72 itself will have a significant visual impact as part of the gateway into the Town of Collierville. The Town should work with the State to ensure that an exceptional design is utilized for the overpass. The following items should also be addressed relative to the design of I-269:
    - As discussed in more detail in the "Parks & Recreation" sub-section of this report, the planned I-269 bridged crossing of Nonconnah Creek should be designed to allow the planned continuation of the Nonconnah Regional Trail Network into Fayette County.
    - In the event the Norfolk-Southern Intermodal Facility proposed on the north side of US 72, to be located in Marshall and Fayette Counties, becomes a reality. An additional I-269 interchange between the planned MS-302 and US 72 interchanges should be modeled for accommodating the additional truck traffic associated with the intermodal facility, and if found to be warranted, jointly pursued.
- **Hwy 72 (south of SR-385):** A streetscape improvement program incorporating street trees and median plantings should be undertaken by the Town in conjunction with the State to "connect" the south and north sides of Highway 72 as part of a comprehensive design approach for the area (see "Proposed Highway 72 Street Section" illustration below).



Highway 72 Street Section with frontage road approach for Special Areas 1 and 2
Courtesy Looney Ricks Kiss Architects

- **Hwy 72 (north of SR-385 to Highway 57):** While the State is widening this route, the Town should undertake a streetscape program that includes tree lawns between the sidewalk and curb, street trees, landscape medians and median plantings, street lighting, and wayfinding signage for Downtown Collierville. The current plans for the State do not reflect these improvements. The State is still in the process of purchasing right-of-way for widening this section of Highway 72. A definitive timeline had not been established for construction as this plan was being prepared.
- **Shelby Drive:** This major east-road will be an important alternative for vehicles crossing the I-269 study area, and it is imperative to proper traffic flow in the area that Shelby Drive have access under I-269.
- **Progress Road (extended):** To improve traffic flow within the area, Progress Road should be extended south to Highway 72 and connect with either Holmes Road or the new North/South Connector running through Special Area 4 (see the Design Concepts Map).
- **Holmes Road (extended):** Holmes Road will be an important east-west thoroughfare for area traffic. Consistent with the approved Major Road Plan, Holmes Road should be extended from its current terminus at Byhalia Road directly eastward to the study area. To minimize stream crossings, Holmes Road should intersect the North/South Connector before entering the Mixed Use Center along Highway 72.
- **Holmes Road (existing):** Holmes Road where it intersects Quinn Road should not be extended.
- **East/West and North/South Connector:** To provide north/south and east/west traffic movements to achieve this plan's goal keeping vehicle trips off of the existing rural Quinn Road Corridor, a new roadway connection is needed that is not currently shown on the Major Road Plan (see the Design Concepts Map). This new continuous route would:
    - Be a north/south route through Special Area 4 to link it with Special Area 1 (possibly with the extension of Progress Road).
    - Continue south to form a new "Stateline Road" running east/west through the Quinn Ridge PUD just south of the state line in Mississippi.
    - Curve to the south as it nears Quinn Road to the west, eventually becoming a realigned Quinn Road somewhere in northern Marshall County.
- **Quinn Road:** Just south of the Tennessee/Mississippi State line, Quinn Road should have a T-intersection with the new East/West and North/South Connector, and Quinn Road south of the Tennessee/Mississippi State line should be realigned to become the new East/West and North/South Connector as it runs through the Quinn Ridge PUD and heads north towards Special Area 1. Between this new T-intersection and Shelby Drive, Quinn Road should remain in its current rural tree-lined state.
- **Mt. Pleasant Road:** To re-connect this historic gateway to Downtown Collierville and tie the I-269 Area to Downtown, an underpass or overpass of SR-385 should be pursued.
- **Alleys and Private Drives:** As development occurs in the study area, alleys and private drives will be instrumental to achieving the walkable design anticipated by some of the design concepts, and should be built to Town specifications and standards, and shall be designed to accommodate public services equipment.

It is recommended that any new transportation facilities should:

1. Incorporate traffic-management techniques to promote efficient and safe traffic flow, such as managed access,

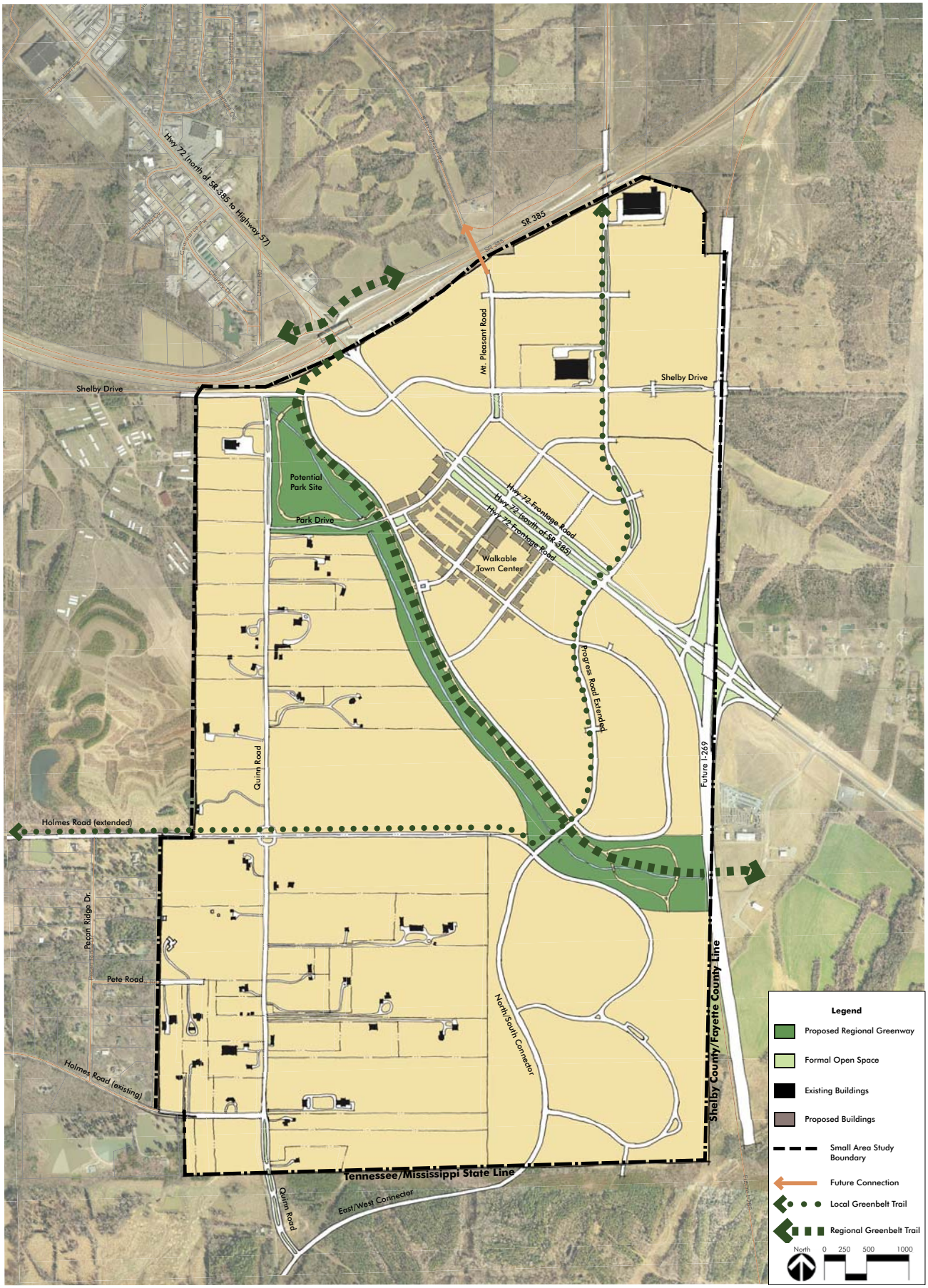
2. Be designed using “context-sensitive design” principles in order to contribute to the quality and character of the area,
3. Promote a gridded, or modified grid, street network in order to avoid creating “bottlenecks” in a few locations,
4. Be completed concurrently with area developments, and
5. Provide adequate maintenance of traffic during construction phases.

Regarding the individual design of street systems within the Major Road Plan network, the following policies shall be adopted:

- **Connectivity:** An emphasis should be placed on providing connectivity between adjoining developments. Connections external to the development should occur at no greater than 1,500 feet along the limits of the development, expect where precluded by natural constraints, limited access roadways, or pre-existing development patterns.
- **Using Block Perimeter to Create a Gridded System:** In additional to providing external; connections, development within Special Areas 1 and 2 should also include an internal network of a connected web of streets that allow pedestrians, cyclists, and motorists to move safely and comfortably. In order to achieve such a network, a maximum average block perimeter and maximum individual block place standard should be used. The street network should provide multiple routes for walking, bicycling, and driving. The street should provide non-motorized modes of travel for those too young to drive and for senior citizens. For these reasons, small blocks and frequent intersections are needed. An ideal maximum perimeter block length is 1,800 feet for maximum vehicular connectivity and pedestrian walkability; however, different intensities and land uses may warrant different block sizes:
    - **Residential Blocks:** Exclusively residential blocks greater than ¼ mile from mixed-use centers could have larger blocks, with no individual block face exceeding between 800 feet to 1,000 feet, with the total block perimeter maximum being no greater than 2,400 feet to 3,000 feet. Residential blocks contiguous to Office, Retail, and Mixed-use Blocks should be smaller (see next bullet point). Unless it contains commercial uses like a hamlet, the Conservation Subdivision anticipated for Special Area 4 would fall into this residential block standard.
    - **Office, Retail, and Mixed-use Blocks:** No individual face should not exceed 600 feet, with the total block perimeter maximum being no greater than 2,000 feet.
- **Frontage Road Solution along Hwy 72:** A series of frontage roads or parallel roads (See “Proposed Highway 72 Street Section” illustration on page 9) shall be established along Highway 72 in Special Areas 1 and 2.

Neighborhood with Gridded Street System
Courtesy Looney Ricks Kiss Architects

- **Traffic Calming:** Traffic calming, engineering measures intended to change driver behavior, will be used within the study area, and would involve changes in street alignment, installation of barriers, and other physical measures to reduce traffic speeds and/or cut-through volumes, in the interest of road safety and maintaining the rural character of the Quinn Road corridor. Traffic calming often consists of such physical measures as edgelines, chokers, chicanes, traffic circles or similar intersection configurations, traffic tables, speed and raised/textured crosswalks. Such design elements are particularly appropriate along the rural portion of Quinn Road, where Quinn Road intersects other roads, in Special Areas 1, 2, and 4.



Note: Road alignments to be determined.

Collierville

Transportation Network Recommendations

Town of Collierville, TN

April 1, 2009

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Parks & Recreation

It is anticipated that a new park of approximately 50 acres will be needed in the southeast portion of the Town. As the policies for the I-269 interchange area solidify, the Parks and Recreation Advisory Board (PRAB) should be engaged to determine the best type and location for such a park and its place in the long range recreational plans for the Town. In its consideration of a park in this area, the PRAB should consider the following:

1. Given that the I-269 study area is bisected by the Nonconnah Regional Trail Network as shown on the Greenbelt Master Plan, and also contains the Progress Road local trail segment (#17), it could be advantageous to locate a park as a node along the Nonconnah Regional Trail or where the two trail systems intersect. Locating the park within Special Area 1 may be preferable if the park is designed as part of a mixed-use neighborhood and allows for shared facilities, such as parking, and if integrated with the Nonconnah Regional Trail, which could provide transportation alternatives to the mixed-use center. This could be particularly advantageous if it is a high-volume active park, such as a soccer complex or other athletic facility.
2. The park should be developed as an integral part of the neighborhood, whether it is residential or commercial in nature.
3. The park should be connected wherever feasible to neighborhood trail systems, public sidewalks, and facilities such as schools.
4. The planned I-269 bridged crossing of Nonconnah Creek should provide for a minimum pedestrian trail width of 12 feet to allow for the planned continuation of the Nonconnah Regional Trail Network into Fayette County. If there will not be such a pedestrian underpass under I-269, consider having the Nonconnah Regional Trail Network cross to the south side of the creek after with the bridged crossing of Progress Road (extended) so that the greenbelt may be continued to the south into Special Area 4.
5. Given the equestrian uses along the Quinn Road Corridor, consideration should be made for allowing horses on the regional greenbelt trail in the I-269 study area; however, design considerations should be made to allow for pedestrian safety if horses and pedestrian are to share the greenbelt system. Also consider having the park, or elements of the park, in this area take on an equestrian theme.
6. The creation of a multi-jurisdictional regional greenbelt organization is recommended to further implementation of a regional greenbelt trail network and to coordinate greenbelt planning and design (e.g. regional trail map).

Once the Parks and Recreation Advisory Board determines the needs for this park and the suitability of the area, development reviews in the I-269 Area should be coordinated with park needs.

How To Use This Plan

This Plan serves as a vision for the physical future of the I-269 Study Area. It is also a guide for private, public, and quasi-governmental sectors for decision making in regard to proposed new development, redevelopment of real estate, capital improvement plan (CIP) expenditures, rezonings, and planned unit developments (PUDs). When used as a guide for the development of specific properties, conformance with this plan should be determined as follows:

1. Determine the Design Concept that applies to the property by referring to the Design Concepts Map.
2. Review the Design Concept Principles that apply from the Design Concepts Section.
3. Determine the Future Land Uses and densities that are appropriate by reviewing the recommendations within Table 4. For density bonuses for providing mixed uses and neighborhood completeness, see also Tables 5 and 6.
4. Review the recommendations for the applicable Special Area to determine whether there are any specific policies applicable to the property that may be modified or enhanced from the general policies of the Design Concepts Section, or additional recommendations.
5. Finally, determine if there are any further modifications or additional recommendations by referring to the General Recommendations section or the 2001 Land Use Plan.

Design Concepts

This small area plan begins with the primacy of design quality. It recognizes that a mixture of uses at a range of densities is possible if properly designed. Community character and livability are not insured simply by planning for the geographic distribution of land use and public services. Community quality of life is determined as much by the quality of development, which is a direct function of design. As a way to plan for this issue, a series of basic design approaches is established in this plan in the form of six "Design Concepts", which are then mapped for the study area. The Design Concepts applicable for the I-269 Area include:

- Rural Residential Corridor
- Conservation Subdivision and Hamlet
- Activity Centers:
  - Mixed-Use Activity Center
  - Business Parks Activity Center
  - Technology-Light Industry Center
- Green Corridors

The Design Concepts are the keystones to this plan. They are intended to identify appropriate land uses for larger areas without specifically designating future development on a parcel-by-parcel basis, and to promote high-quality design while allowing land-use flexibility. The Design Concepts provide general guidelines to be followed in the development design and review process. These guidelines are not intended to be hard and fast rules; rather, they are intended to provide guidance in interpreting the intent of the Design Concepts.

The following Design Concepts establish a series of design templates that guide the way different land uses can be developed and mixed relative to each other. The Concepts establish a series of guidelines that will allow the Town to evaluate the quality and character of new growth. These concepts are intended to supplement the Town's Design Guidelines, which focus on more detailed aspects of individual site design. These Design Concepts are intended to link the details of design and the larger-scale issues of integrating and mixing land uses to create quality and livable neighborhoods and districts.

Rural Residential Corridor (Special Area #5)

Rural Residential Corridors are primarily characterized by agricultural uses, homesteads associated with agricultural uses and agriculture service businesses. They are also characterized by large lots and limited availability of sewer or other municipally oriented services. Single-family homes not associated with farms have been built in the rural areas, generally on large lots of five acres or more. Road infrastructure largely consists of paved roads without curbs and gutters, with ditch drainage and

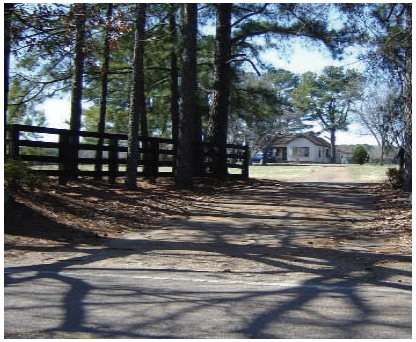
culvert access. Rural land uses, such as farms and related uses, are desirable and should be encouraged to continue. However, a sprawling pattern of single-family homes on lots of one to two acres erodes rural character, creates inefficient public service patterns, and is an inefficient use of land. The challenge will be to balance the pressure for growth with a desire to maintain agricultural viability and a rural character.

The following guidelines will be used when addressing development and land-use issues in Rural Residential Corridors:

Quinn Road

1. Agricultural uses are recognized as economically desirable, not vacant land. Agricultural preservation is an important goal, but this goal should be balanced with respect for the rights of property owners and the potential economic need for owners to sell property for development purposes.
2. The desired character for this area is a continuation of historic rural and agricultural patterns, including farms and farm-service businesses.
3. New residential development in Rural Residential Corridors will be accommodated, but it is encouraged to occur on large lots of five acres or more.
4. Rural commercial land uses and agricultural support businesses are encouraged to exist. Examples of rural commercial uses are commercial nurseries and other farm-support businesses.
5. As new residential development occurs in Rural Residential Corridors, land-use conflicts between farming and residential uses may occur. This plan acknowledges that a primary use in this area is agriculture; new residents must recognize the primacy of this use and understand that there are often negative impacts of farms related to farm equipment on roads, hours of operation, odors, pesticides and others.
6. Residents who move into Rural Residential Corridors should not expect urban services, such as sanitary sewer and storm water drainage facilities, other than ditches.
7. The environmental integrity of stream corridors should be preserved and protected to the maximum extent feasible through measures such as stream setback standards, initiatives such as acquisition of property or development rights (such as scenic easements), and through density transfers, such as “transfer of development rights” programs to be explored at a later date.
8. While agricultural land should not be viewed as vacant, it is a land use that can be easily changed because of the lack of existing structures. While the long-term viability of farming is desirable, its future, like that of any land use, cannot be guaranteed. Thus, while the open nature of agriculture is enjoyed by many, and open space is a valued community amenity, agriculture should not be viewed as permanent open space, and farmers should not be expected to carry the burden of providing this amenity.

Consistent with Vision **YES**

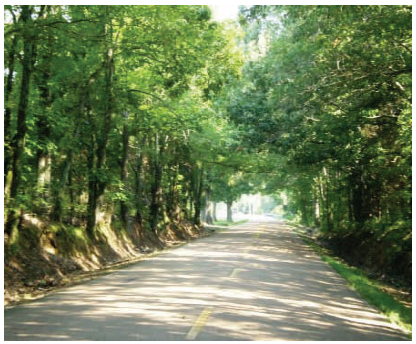


Single-family uses on larger lots with deep setbacks

Pasture and open space

Institutional use setback from Quinn Road

Barns and other rural accessory structures



Tree canopy over Quinn Road

Equestrian, livestock, and other agricultural uses

Inconsistent with Vision **NO**

Residential lots smaller than 5 acres

Curb and gutter and other urban improvements

Retail and other more intensive urban/suburban uses

Rural Residential Design Concept

Consistent with Vision

A development is consistent with this design concept if it:

- Maintains the existing character of the area, which consists of single-family detached uses, agricultural uses, and homesteads associated with agricultural uses
- Maintains the rural, scenic character of the Quinn Road Corridor
- Provides a minimum lot size of 5 acres or greater
- Emphasizes viewing open space from Quinn Road as opposed to structures by providing deep setbacks for proposed structures
- Institutional uses (e.g. place of worship) may be consistent if designed to area's rural context

Inconsistent with Vision

A development is inconsistent with this design concept if it:

- Proposes more intensive uses that are urban or suburban in character (e.g. retail, office, industrial, and attached residential)
- Provides single-family detached lot sizes less than 5 acres
- Provides a shallow setback(s) from Quinn Road
- Incorporates curb and gutter and other infrastructure improvements associated with urban development

Conservation Subdivisions and Hamlets (Special Area #4)

When nonagricultural development occurs in certain areas designated for the Conservation Subdivisions/Hamlet Design Concept, it is intended to occur either as a Conservation Subdivision or as a Hamlet, or as a combination of the two. Unlike conventional suburban residential subdivisions, which will typically consume all or most of a development parcel, conservation development rearranges and clusters housing lots and roadways to set aside a substantial amount of the otherwise buildable property as permanently protected, quality open space. Typically, this approach trades a pattern of large suburban lawns with little or no usable neighborhood open space for more compact yards supplemented by extensive open space flowing through the development. This open space is retained in perpetuity as greenways, pastures, trails, woodlands or other uses that maintain scenic character, protect habitat value and contribute to the quality of life for residents. When properly planned, open space in Conservation Subdivisions can become part of an interconnected open-space network throughout Collierville and surrounding communities.

Conventional Subdivision

Conservation Subdivision

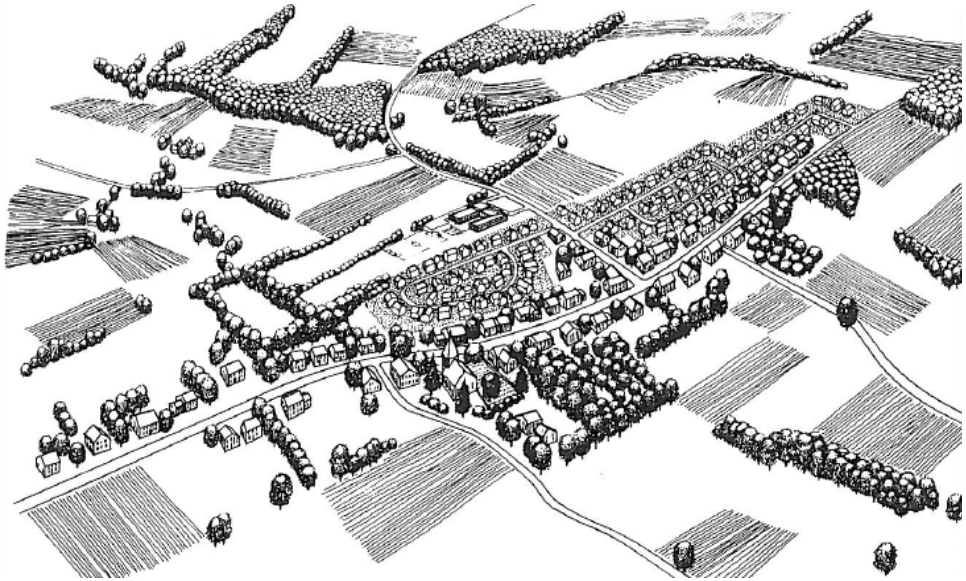
Source: Conservation Design for Subdivisions, Randall Arendt

The following policies will apply in considering Conservation Subdivisions:

1. Flexible design that maximizes open-space preservation should be promoted by separating the issue of density from minimum lot size. This approach would permit a wide range of lot dimensions (area, frontage, setbacks) and a variety of housing types (attached or detached). Dedication of open space should be encouraged based upon net density and yield rather than minimum lot sizes and lot widths.
2. Fencerows, stream corridors, tree lines, woodlands and other valuable natural and historic resources should be maintained as part of the dedicated open space.
3. Conservation Subdivisions and Hamlets should cluster residential uses to preserve a minimum of fifty percent of open space, and should be:
    - designed to form an interconnected network, with provisions for linkages to existing or potential open space on adjoining properties;
    - carefully located between housing lots, particularly those adjacent to working farms and other sensitive uses to provide buffers; and
    - located to maintain the visual character of scenic roadways.
4. Pathways within open space and/or sidewalks along roadways should be provided to connect to surrounding pedestrian/bicycle networks.
5. Fragmentation of open space into isolated, unconnected pieces should be avoided, except to provide neighborhood parks or gathering places.
6. Roadways and house lots should be located to respect natural features and to maximize exposure of lots to open space (directly abutting or across the street). "Single-loaded" streets (with homes on one side only) can be used to maximize open-space visibility, thus increasing real-estate values and sales, while costing no more than streets in conventional subdivisions (due to savings from narrower lot frontages).
7. Roadways should be designed to standards appropriate to the rural context (drainage swales, gravel footpaths, narrower widths, shade trees, and so forth).

Conservation Subdivision Plan (Detail)
Courtesy Looney Ricks Kiss Architects

Hamlets, which are considered a type of Conservation Subdivision, are typically rural communities with a small residential population. The street layout tends to be in the grid format. Churches, schools, small-scale retail and other civic uses, such as libraries and fire stations, are common within hamlets. Hamlets are a viable development pattern to accommodate new growth in Rural Residential Corridors.



Source: Crossroads, Hamlet, Village, Town, Randall Arendt

The following are policies to guide in the design and consideration of Hamlets:

1. Hamlets are considered to be a way to accommodate new growth while preserving substantial rural land, not as a form of growth in addition to the development of surrounding rural, agricultural areas, or large lot areas into smaller lots.
2. Hamlets are desirable land-use patterns that, by design, complement an open and agrarian character. To be complementary, Hamlets should be designed according to the Traditional Neighborhood Development (TND) design principles in the General Recommendations section (starting on page 48).
3. Nonresidential uses are encouraged to locate in Hamlets, but only if they respect their scale and character and are designed to primarily serve the Hamlet and are built.
4. Hamlets are intended to cluster residential development in order to preserve significant open space, but an emphasis should be on having homes, especially any attached dwellings, within a walkable distance of ¼ mile from the Hamlet's nonresidential uses, whereas in a Conservation Subdivision dwellings may be more spread out and less walkable.
5. Hamlets should only be considered when mechanisms are included to preserve substantive amounts of the surrounding countryside, just as a Conservation Subdivision does. To provide appropriate gross development densities, the overall design of a Hamlet should incorporate a minimum of fifty percent open-space.
6. New development in Hamlets should be "pedestrian friendly", with sidewalks and trails.
7. While Hamlets can and should accommodate new growth to maintain their vitality, the growth should be limited so as not to overpower the scale of the Hamlets. While there is no precise amount of population that can be targeted, each Hamlet should be monitored as new development is proposed.
8. Hamlets should be linked to alternative transportation modes, such as mass transit and bicycle trails, wherever feasible.
9. Hamlets should be developed according to an Outline Plan in a Planned Development.

Consistent with Vision **YES**

Single-family uses

Trails incorporated into open space areas

For Hamlets: appropriately-scaled commercial uses

Preserves historic structures and resources

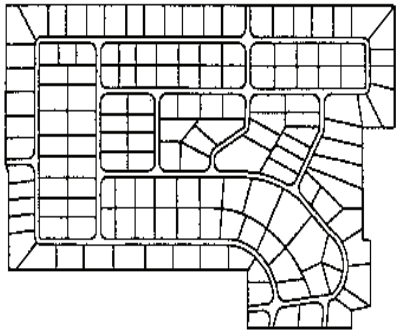
Substantial amount of open space preserved on-site

Limited formal open space features

Inconsistent with Vision **NO**

No open space network provided

No connectivity of open space, trails, or roads



Less than 50% open space preserved on-site

Conservation Subdivision and Hamlet Design Concept

Consistent with Vision

A development is consistent with this design concept if it:

- Maintains a significant amount (50% or greater) of open space on-site
- Contains open space designed as part of an interconnected network
- Provides pathways within open space to connect to surrounding pedestrian, bicycle, and/or equestrian trails
- Provides an interconnected street system
- Preserves natural or historic resources within dedicated open space
- Maximizes exposure of lots to open space
- For hamlets, smaller-scaled non-residential uses designed to serve the development and nearby rural area

Inconsistent with Vision

A development is inconsistent with this design concept if it:

- Preserves less than 50% of open space on-site
- Provides isolated open space areas on-site
- Does not provide connections to off-site open space areas (or connections to potential open space areas)
- Is disconnected from other neighborhoods or road systems

Activity Centers

Activity Centers are focal points that have a combination of land uses that attract large numbers of people. There are different types of Activity Centers identified in this plan, and they may include Light Industry, Office, Retail or a mixture of uses. These areas include major revenue or employment generators and should be viewed as community resources. They also include areas where there is an opportunity for a mixture of uses to serve as a neighborhood focal point. They are typically hubs of activity that occur at the intersection of two or more corridors. Each Activity Center will be unique with various combinations of land uses. The scale of these centers can be either Local or Regional.

Activity Centers include those areas around the I-269 and SR-385 (Bill Morris Parkway) interchanges. They include land both immediately proximate to the interchange as well as land within the range of influence of the interchange, as determined in this plan. The area around the SR-385 (Bill Morris Parkway) and proposed I-269 interchanges offer tremendous future growth opportunities. These areas are important for several reasons. First, they are important points of entry into Collierville from a regional perspective. As such, they give important first impressions of the community. Second, interchange locations are limited in number and should be considered as a valuable and limited economic resource to the community, creating economic development and revenue-producing potential. These locations are magnets for many different uses, some of which are more desirable than others. For example, interchange locations are often attractive to large employment generators, such as business parks. As regional economic development engines, interstate interchanges can be very valuable. At the same time, other uses, such as automobile service stations, fast-food restaurants and hotels, are also attracted to interchanges, often before larger employment, intensive uses develop. While there is certainly a place and a need for these automobile-oriented, smaller-scale commercial uses, they should be planned in conjunction with longer-range employment centers.

The following are policies that will apply to Activity Centers:

1. Activity Centers are viewed as valuable limited resources, as key symbolic entrances into the community and as important economic resources.
2. Activity Centers should be reserved for high-quality uses that generate high economic returns for the community. They should be protected from low-quality and low-economic-benefit uses.
3. Desired land uses include Office, Regional Retail and other employment-intensive uses. Uses such as gas stations, hotels, restaurants and similar uses provide valuable services and can be appropriate, but they should be ancillary and subordinate to the retail and employment-related uses and designed to be integrated with those uses through coordinated access, compatible signage and landscaping, and high-quality site-plan and building design.
4. Signage in these areas should be limited and integrated into an overall site-planning theme. Billboards are prohibited.
5. Special attention should be paid to architectural quality, and overall architectural themes should be developed for each regional center area.
6. Traffic circulation and access should be carefully planned and managed so that each regional center area operates as a coordinated circulation system.

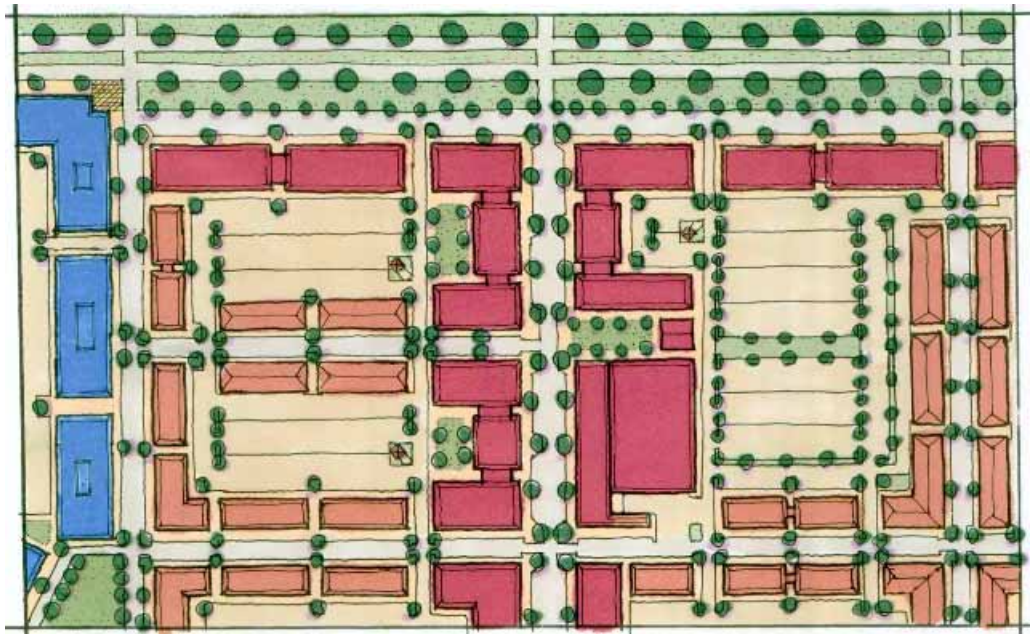
The following are the three major types of Activity Centers anticipated in the I-269 Area. Other types of Activity Centers may exist in Collierville (Neighborhood Commercial Centers, Local Commercial Centers, Regional Commercial Centers, and Heavy Industry Centers), but need future study as subsequent small area plans are done for other parts of Collierville and its Reserve Area.

- Mixed Use Centers
- Business Parks
- Technology-Light Industry Centers

Mixed-Use Centers (Special Area #1)

Mixed-Use Centers are proposed as focal points for neighborhoods along key corridors in several instances. Different from the suburban nonresidential connotation for the term mixed-use, typical uses in the Mixed-Use Center Design Concept could include Attached or Detached Residential, daycare centers, grocery stores, personal services, pharmacies, professional offices, retail, restaurants and specialty stores. The following will apply to review within Mixed-Use Centers:

1. Mixed-Use Centers should be designed according to the Traditional Neighborhood Development (TND) design principles in the General Recommendations section (starting on page 48).
2. Buildings and sites are encouraged to accommodate a mixture of uses. A mixture of uses is encouraged, not just within the overall center, but on individual parcels and within individual buildings. High-activity uses such as retail are encouraged on the first floor, with uses such as offices and residential encouraged on second floors.
3. Buildings should be designed to respect the street context, to form street walls where appropriate, and to respect or create view corridors.
4. Buildings and sites should be designed to emphasize pedestrian scale, human-scale architecture, and landscaping, while avoiding large expanses of paved areas, large featureless buildings, and monotonous or franchise-style architecture.
5. All sides of a building open to view by the public should display a similar level of architectural quality and should be subdivided and proportioned using features such as arcades, awnings, entrances, windows or other such features.
6. Building facades should have highly visible customer-service entrances that feature arcades, arches, canopies, display windows, distinctive roof forms, landscaped features or overhangs. Primary entrances should face streets on which they are located.



Mixed-Use Center (Detail)
Courtesy Looney Ricks Kiss Architects

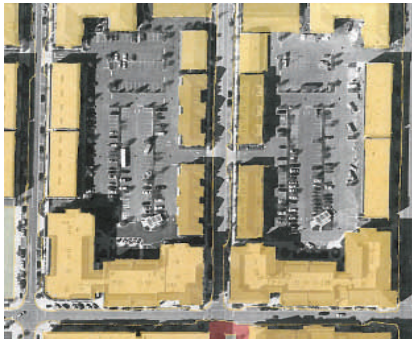
7. Buildings should have well-defined rooflines with attention to architectural detail.
8. Building materials should be limited to brick, cultured stone, fiber cement siding, masonry, stucco, wood, wood shingles, wood siding or similar materials.
9. Circulation systems should be designed to efficiently facilitate traffic flow yet discourage speeds and volumes that impede pedestrian activity and safety.
10. Common or shared access points are encouraged. To the maximum extent feasible, common or shared delivery and service access should be provided between adjacent parcels or buildings and to the rear of buildings.
11. Transit stops should be incorporated into Outline Plans, where feasible.
12. A coordinated pedestrian system should be provided throughout the development, including connections between uses on the site and between the site and adjacent properties and rights-of-way.
13. Continuous sidewalks or other pedestrian facilities should be provided between the primary entrances to buildings, all parking areas that serve the buildings, pedestrian facilities on adjacent properties that extend to the boundaries shared with the development, any public sidewalks along perimeter streets, or other community amenities or gathering spaces.
14. Adequate parking should be provided, but excessive parking is discouraged.
15. Parking should be distributed as appropriate for each character area.
16. The visual impact of parking should be minimized through the use of interior landscaped islands and through dividing parking spaces into groupings.
17. The edges of parking lots should be screened through landscaping or other methods, such as decorative fences.
18. A streetscape plan should address the relationship between vehicular and pedestrian traffic, pedestrian facilities, street and sidewalk lighting, landscaping, street furniture, trash receptacles and transit stops.
19. The design of streets, pedestrian ways, landscaping, lighting, and street furniture should be coordinated and integrated throughout the site.
20. Vehicular streets and driveways should be designed to be compatible with pedestrian ways to encourage a pedestrian-friendly environment. The width of streets should be sensitive to the pedestrian scale and should be minimized to avoid overwhelming that pedestrian scale.
21. Site furnishings, such as benches, bike racks, lighting fixtures, seating, trash receptacles and tree grates, should be addressed in the streetscape plan.
22. The location of service areas and mechanical equipment should be considered as part of the overall site design.
23. Service areas and mechanical equipment should be screened from public view.
24. A master sign plan should be prepared illustrating the location, materials, type and size of all signage.
25. A lighting plan should be prepared, including a photometric illustration.
26. Lighting should be designed to avoid spillover onto adjacent properties through the use of cutoff shields or similar features.

Consistent with Vision **YES**

Retail on ground floor with residential or office above

Detached single-family residential

Buildings oriented towards the street



Surface parking located to the rear of buildings

A mix of smaller shops with larger commercial uses

Civic spaces for public gatherings

Inconsistent with Vision **NO**

Shopping center

Truck-oriented uses

Surface parking areas between street and building

Mixed-Use Design Concept

Consistent with Vision

A development is consistent with this design concept if it:

- Accommodates a mix of uses within individual buildings and/or includes a mix of different types of land uses within a short distance (1/4 mile radius)
- Is oriented towards pedestrians and emphasizes human-scale design
- Features buildings oriented towards the street and locates surface off-street parking to the rear (and sometimes side) of buildings
- Provides street, parking lot, and sidewalk connections between other buildings and sites within the area
- Provides less-intensive single-family uses outside of mixed-use core, towards western boundary of Special Area 1

Inconsistent with Vision

A development is inconsistent with this design concept if it:

- Is oriented towards one land use or isolates different types of land uses
- Is oriented towards automobiles or trucks
- For commercial and other intensive uses: includes buildings set back and separated from the street by off-street parking
- Provides large expanses of paved area

Business Parks (Special Area #2)

Business Parks include a wide range of business, office, research and development, and related ancillary uses, such as restaurants. They can best be described as business versions of "subdivisions". Business Parks often take the form of a "campus", in that they incorporate a sense of integration and coordination of uses and a certain quality and character of development. Business Parks are generally large, unified, and integrated; like residential subdivisions, they are usually developed by a single entity, and, as such, can be designed in a coordinated way. Business Parks involve a significant number of vehicle trips, particularly in the morning and evening peak hours. They involve a mixture of automobile and truck traffic. To encourage walkability: retail, attached residential uses, and single-family detached uses (limited to live-work units) are allowed in Special Area #2.

The following policies will guide the Town in considering new Business Parks:

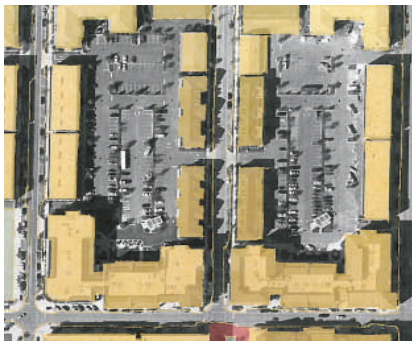
1. Business Parks in the I-269 Area should be designed according to the Traditional Neighborhood Development (TND) design principles in the General Recommendations section (starting on page 48).
2. Business Parks should continue to meet quality standards related to site layout; building configuration, materials, massing and shape, and height; landscaping; signage; parking lot aesthetic and functional design; vehicular and pedestrian circulation; trash removal; lighting; stormwater management; environmental protection; and others.
3. Multistory buildings with higher numbers of employees are encouraged in these areas.
4. Business Parks should be approved only upon a demonstration that adequate public facilities exist or will be established by the time of opening.
5. New Business Parks should be located only within designated areas within easy access to an arterial roadway and I-269.
6. Technology uses should be limited to those that create minimal land-use impacts on surrounding areas beyond those typically associated with office-related uses.
7. On-site amenities, such as walking trails and eating areas, are encouraged. Local trails should connect to town-wide trails or open -space systems wherever feasible.
8. Accessory uses, such as daycare centers, personal services and restaurants designed to serve on-site employees, are also encouraged, but only when integrated with and subordinate to the primary office uses.
9. Residential uses may be appropriate in Business Parks that are designed to be less like separate office campuses, and more like a walkable mixed-use environment.
10. Access to available or future mass transit is encouraged in a pedestrian-friendly manner. Sidewalks should connect buildings to sheltered transit stops.
11. Employer transportation programs are encouraged to reduce the percentage of trips made by single-occupant vehicles and to encourage transportation by alternate modes.
12. Vehicular access should be designed to maximize efficiency and to minimize the negative impacts on levels of service on adjacent streets.

Consistent with Vision **YES**

Retail on ground floor with residential or office above

Office building as part of a larger mix of uses

Attached single-family residential



Surface parking located to the rear of buildings

A mix of smaller shops with larger commercial uses

Live-work units

Inconsistent with Vision **NO**

Single-use office development

Detached single-family residential

Truck-oriented uses

Business Park (Mixed-Use) Design Concept

Consistent with Vision

A development is consistent with this design concept if it:

- Accommodates a mix of uses within individual buildings and/or includes a mix of different types of land uses within a short distance (1/4 mile radius)
- Is oriented towards pedestrians and emphasizes human-scale design
- Features buildings oriented towards the street and locates surface off-street parking to the rear (and sometimes side) of buildings
- Provides street, parking lot, and sidewalk connections between other buildings and sites within the area
- Provides attached residential uses as part of a mix of land uses.
- Provides single-family residential as part of live-work units

Inconsistent with Vision

A development is inconsistent with this design concept if it:

- Is oriented towards one land use or isolates different types of land uses
- Is oriented towards automobiles or trucks
- Provides single-family detached residential uses (except for live-work units)

Technology-Light Industry (Special Area #3)

The Technology-Light Industry Design Concept includes 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. These uses, due to their utilitarian and industrial nature, should generally be afforded flexibility in regard to site design, architectural ornamentation, and building materials internal to the site; however, to maintain a quality industrial area over time, and experience from the public realm, such uses should be designed as follows:

1. Like commercial areas, uses, sites, and structures within the Technology-Light Industry Design Concept should meet quality standards related to site layout; building configuration, materials, massing and shape, and height; landscaping; signage; parking lot aesthetic and functional design; vehicular and pedestrian circulation; trash removal; lighting; stormwater management; and environmental protection; however, the emphasis is on meeting quality standards only to the extent to what is visible from the public realm (public streets).
2. Outdoor activities, such as storage or loading, should be screened from view from the public realm (public streets).

Consistent with Vision **YES**

Loading area screened from public street

Architectural ornamentation at prominent locations

Storage area screened from public street

Architecture designed to reduce massing

Parking area screened by landscaping

Landscape buffer from I-269 & SR-385

Inconsistent with Vision **NO**

Outdoor storage visible from public street

Loading area unscreened from public street

Uses that produce smoke or glare

Technology and Light Industry Design Concept

Consistent with Vision

A development is consistent with this design concept if it:

- Includes uses such as research facilities, as well as places of assembly, fabrication, warehousing or processing of goods and materials
- Meets quality site and building design standards with emphasis on that which is visible from the public realm (public streets)
- Screens outdoor activities, such as storage or loading, from view from the public realm (public streets)

Inconsistent with Vision

A development is inconsistent with this design concept if it:

- Uses processes that ordinarily creates fumes, glare, odors, noise, smoke or health or safety hazards outside of the building in which the process takes place
- Does not screen outdoor storage from the public realm (public streets)
- Does not screen loading areas from the public realm (public streets)

Green Corridors

The Green Corridors Design Concept is an extension of the "Open Space Mandate" from the 2001 Land Use Plan, and pulls together several previously-adopted land use policies, such as terms used in the Future Land Use Map and the Greenbelt Master Plan. These include floodways, floodplain areas, regional and local greenbelt trail corridors, public parks, private open spaces, and areas along streams and creeks. The conservation of these areas serves several purposes:

1. It preserves open space, which is also a long-term community value.
2. It supports groundwater recharge and water quality.
3. An interconnected and linear system of corridors and nodal open spaces creates both pedestrian and wildlife corridors.
4. It works hand-in-hand with the significant open space preservation found within Conservation Subdivisions and Hamlets.
5. Careful stewardship of the floodplains helps to preserve sensitive environmental areas that have an inherent long-term value to the community. Most importantly, however, the preservation of floodplains in particular has a direct public-safety purpose and helps to minimize property damage during periods of flooding.

It should be noted that inclusion in the Green Corridors Design Concept 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 the Green Corridors and attempts should be made to cluster any development outside of the Green Corridors. Development within Green Corridors is discouraged and will be prohibited to the maximum extent provided by law, but that may not preclude all development potential. Ideally, these areas should be removed from development pressure by placing them in dedicated open space, conservation easements, or public ownership; however, this may not always be practical, and private ownership may continue to be prevalent in these areas.

The specific way this planning policy is applied depends on the regulations adopted in the Town's Zoning Ordinance and Subdivision Regulations, as well as the factors of each particular development application. In addition to these specific policies, the adopted Greenbelt Master Plan, and policy of conservation of the areas so designated in this plan will guide the Town in decisions about specific parks planning, property acquisition, planned developments, site plans, and other related planning decisions. The following are the policies that will guide the Town within Green Corridors:

1. Development should be limited to non-intrusive changes designed to provide public access, where appropriate. These are limited to access drives, parks, parking areas, shelters, trails or related uses, only upon a determination that the environmental integrity of the area can be protected.
2. Fencerows, tree lines, woodlands, and other valuable natural and historic resources should be maintained.
3. Streambank restoration and protection is particularly encouraged along waterways.
4. On sites with a portion located within a Green Corridor, the transfer of development density from one area of the site to the other is appropriate to protect property rights, while still providing for environmental protection.

Consistent with Vision **YES**

Walking trail

Conservation subdivision design to preserve resources

Preserved field

Greenbelt trail

Riparian stream buffer

Preserved woodlands

Inconsistent with Vision **NO**

Streambank erosion

No connectivity of open space or trails

Poor stream buffer

Green Corridors Concept

Consistent with Vision

A development is consistent with this design concept if it:

- Conserves floodways, floodplain areas, and areas along streams and creeks
- Supports groundwater recharge and water quality
- Accommodates regional and local greenbelt trail corridors, and public parks
- Provides open space as part of a larger, interconnected network of open space

Inconsistent with Vision

A development is inconsistent with this design concept if it:

- Does not preserve floodways, floodplain areas, and areas along streams and creeks
- Does not protect or restore streambanks
- Provides isolated open space (or no open space)
- Destroys valuable natural and historic resources
- Leaves open space intended for preservation unrestricted (i.e. not within a dedicated open space area, conservation easement) and subject to future development pressure

Green Corridors Map

1,350 675 0 1,350 2,700 Feet

One inch equals 1350 feet

Legend

Greenbelt Corridor

Trail Status

- Local
- Regional
- Parks
- Creeks
- 50 Ft Creek Buffer
- I-269 Concept Area
- Town of Collierville
- Parcels
- Streets

N W E S

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Printed:2/27/2009

Bill Morris Pw
Collierville Rd
Merchants Park Cr
Aniston Wy
Ashfarm Wy
E Ashden Cr
Jasper Park Ln
Fleming Rd
Saffron Hill Cv
Midnight Sun Dr
White Pass Dr
Denali Park Dr
Rainy Pass Rd
Pilot Rock Rd
Fireweek Ln
Fox Springs Dr
Juneau Wy
Hinton Park
Holmes Oaks Dr
E Holmes Rd
E Shelby Dr
Windsong Park Dr
Meadowbirch Ln
Meadowbirch Dr
Snowden Farm Rd
E Woodlawn Cr
Woodlawn Ln
Nine Oaks Ln
Elm Grove Cr
Shadow Walk Ln
Four Oaks Ln
Six Oaks Ln
Shelby Post Rd
Dusk Ridge Rd
Center Ridge Rd
Summer Springs Rd
Fall Springs Rd
Hawks Peak Rd
Brook Follow Dr
Winoka Rd
Estanaula Park
Chickasaw Land Wy
Colbert Cv
Tuscumbia Rd
Panola Cv
Estanaula Rd
Tribal Woods Rd
Military Cv
Military Rd
Indian Hollow Cv
Itawamba Rd
E Tuscumbia Cv
W Winoka Cv
Oilstone Cv
W Old Hearthstone Cr
Smoky Oaks Ln
Tender Oaks Cv
S Byhalia Rd
Southern Home Rd
Deep Woods Rd
Southern Pride Dr
Sycamore Farms Dr
Future Park
Sycamore Rd
Majestic Tl
Plains Cv
Beautiful Pl
Bill Morris Pw
Starlight Dr
S Main Ext
Quinn Rd
Chaney Cv
Commerce Pw
Chaney Dr
E US 72 HW
S Mt Pleasant Rd
SR 385
Progress Rd
Nonconnah Regional Greenbelt Trail
South Creek Local Greenbelt Trail
Future I-269
Shelby Co. / Fayette Co. Line
Pete Rd
Pecan Ridge Dr
Quinn Rd
Tall Forest Dr
Country Forest Dr
Country Forest Cv
Tennessee / Mississippi State Line

I-269 Corridor Small Area Plan

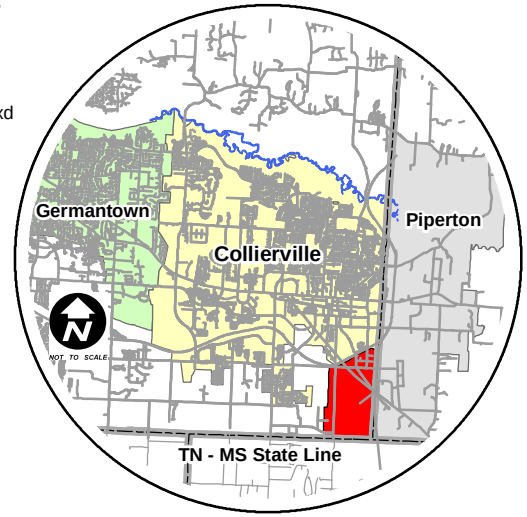
1 inch = 1,800 feet

1,800 0 1,800 3,600 Feet

Please note that the information contained in this document has not been field verified, The Town of Collierville hereby releases itself from all responsibilities concerning the accuracy of his map.

GIS Project:H:\arc9_projects\landuse\Conceptplan\Small_Area_Plan_31709.mxd
Updated: 4/21/2009
Printed: 4/21/2009

Note: Road alignments to be determined.



Legend

- INTERCHANGES
- PARCELS

Transportation Corridor

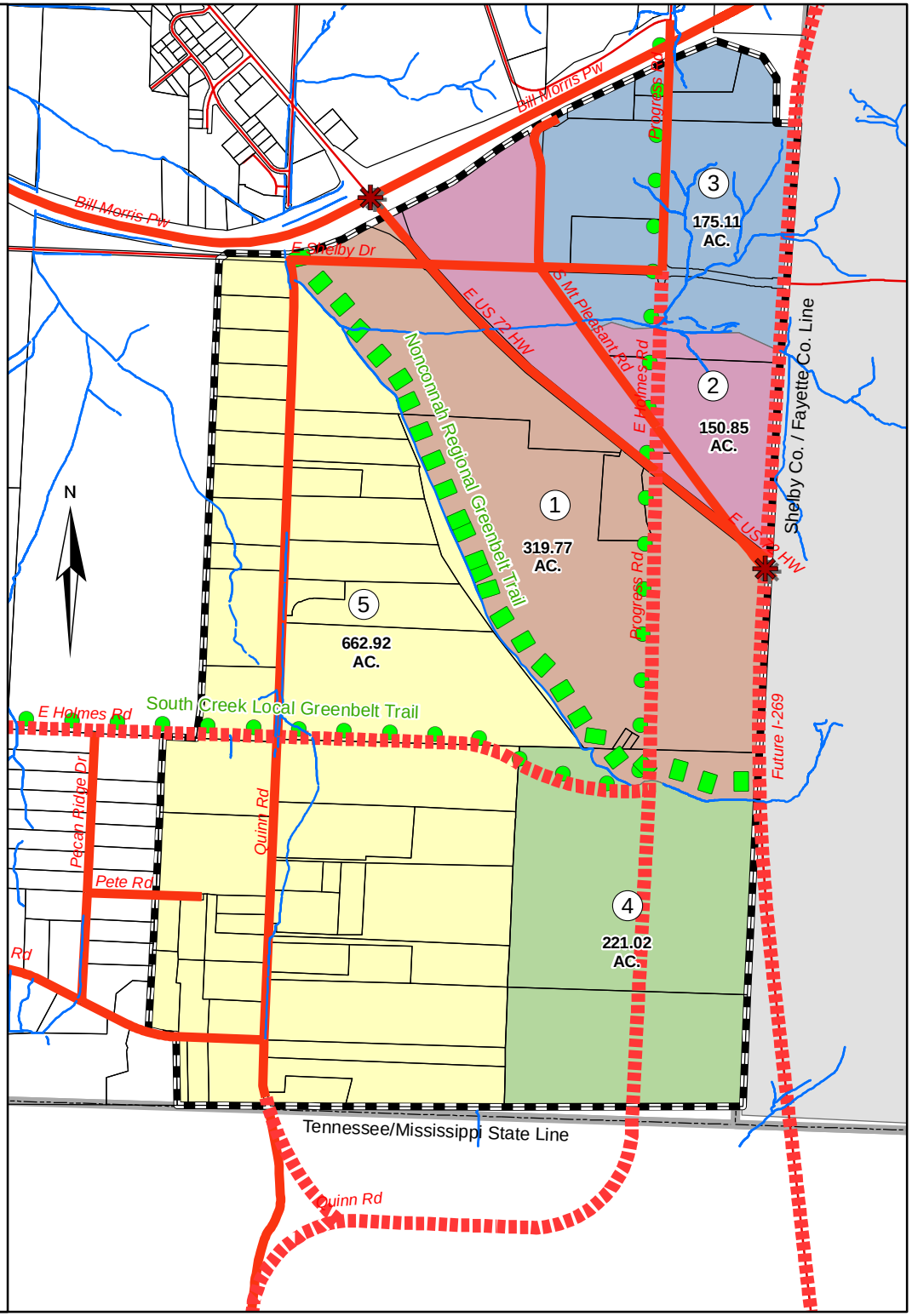
- Existing
- Proposed

Greenbelt Corridor

- Proposed Regional Trail
- Proposed Local Trail

Concepts

- MIXED USE
- BUSINESS PARK (MIXED USE)
- TECHNOLOGY - LIGHT INDUSTRY
- CONSERVATION SUBDIVISION AND HAMLET
- RURAL RESIDENTIAL (CORRIDOR)
- SPECIAL AREA BOUNDARY



Special Area Recommendations

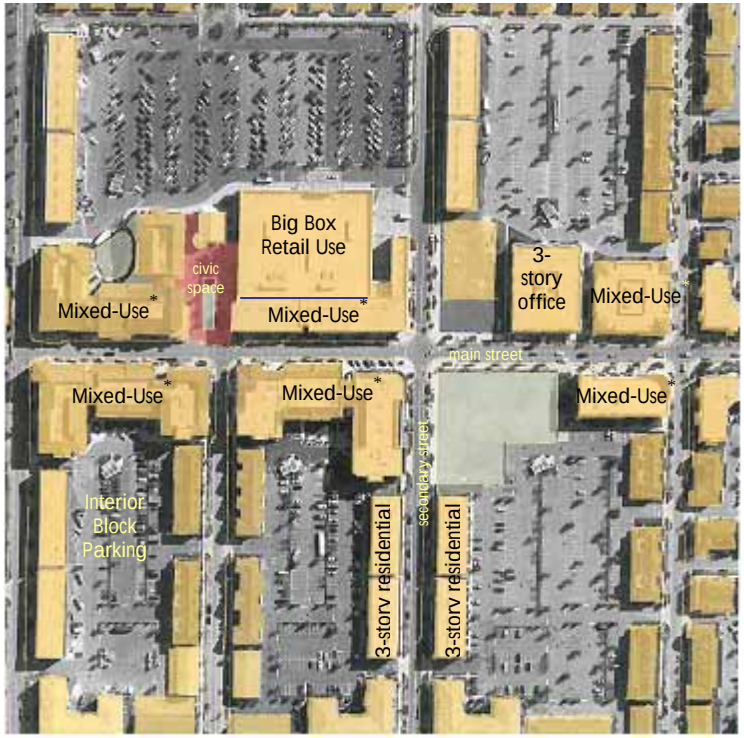
Illustrations Contained within this Plan

The illustrations included in this plan are intended to identify the appropriate range of uses and appropriate building forms based on the applicable Design Concept and Special Area Policies. Properties in the study area will develop in various densities, mixes, and patterns, depending on their location, applicable policies, and the unique attributes of each site and application. These images have been provided as a demonstration of the types of land uses mixes, building forms, and street networks that could occur based on the policy recommendations, but are not to be interpreted as the only way to develop a particular property.

Special Area 1

1. This Special Area is recommended for a Mixed-Use Activity Center Design Concept with logical land-use transitions from a mixture of residential uses to the west to mixed uses and greater intensity to the east. These uses shall be built upon a gridded network of local and Major Road Plan streets with walkable blocks (see Transportation Section for recommendations on block design). See Table 4 in the next section ("Future Land Uses and Density") for a listing of appropriate uses and densities for Special Area 1.
2. A quality gateway treatment into Collierville should be provided through landscaping, entry signage, lighting, walls, fencing, and high-quality architecture.
3. This Special Area should be developed according to Traditional Neighborhood Development (TND) design principles in the General Recommendations section (starting on page 48).
4. This Special Area should include a mix of land uses and avoid a "monoculture" of land uses. This area should be especially characterized by its wide variety of uses and neighborhood completeness. See Tables 5 and 6 in the next section ("Future Land Uses and Density") for density bonuses for providing mixed uses and the types of uses that are needed to create a complete neighborhood.
5. Retail uses, mid-rise commercial and hotels should be of a higher intensity adjacent to the I-269 and SR-385 (Bill Morris Parkway) Interchanges with the most intensive development reserved for the portion of the area adjacent to I-269. Proposed land uses should transition to less intensive uses further away from I-269 and SR-385.

6. Stand-alone “big box” uses, segregated from other uses and oriented away from streets and towards large parking fields, are not appropriate in this Special Area; however, such uses are considered to be appropriate if designed to be integrated into a development pattern of street-oriented buildings, walkable streets, and a mixture of uses (see example at right).
7. Residential dwellings are particularly encouraged on upper floors of Mixed-Use building types.
8. Detached dwellings are appropriate in Special Area 1, and are most appropriate along the western-most limits of the Special Area to provide a reduction in density and land use intensity from the nonresidential uses along Highway 72 to the rural and large-lot character of Quinn Road and Special Area 5.
9. A compatible transition to residential uses west of Nonconnah Creek should be provided by stepping down the height of buildings to no greater than three (3) stories along the floodplain and Nonconnah Regional Greenbelt trail and using these linear greenbelts as a buffer.
10. Accessory dwelling units are customarily ancillary uses in mixed use developments and will be appropriate if designed similar to the principal dwelling.
11. Uses, including dwellings, should be oriented to streets wherever possible. To promote walkablity and consistency with the mixed use design concept, homes should not back up to any other public street.
12. Comprehensively designed development, including uses, street networks and shared access is provided, while piecemeal or fragmented development is discouraged.
13. The creek and floodplain should be preserved and enhanced as a community amenity.
14. Given that this Special Area is bordered by the Nonconnah Regional Trail Network to the west, and also contains the South Creek local trail segment, all new development should integrate the trails into their development, and provide connections into the sites and public sidewalk and bike lane system.
15. Since Special Area 1 is a gateway into the Town of Collierville, Shelby County, and the State of Tennessee:
    - There shall be an emphasis on viewing from I-269 both natural features (existing trees) and well as well designed structures,
    - A minimum 40-foot buffer containing a mix of evergreen and deciduous canopy, including understory, trees shall be provided along I-269 to filter and soften the views of these areas. Clustering of vegetation is appropriate to afford vistas into sites to highlight prominent buildings or corporate tenants.



This big box use is appropriate because it is integrated into a street-oriented, walkable, and mixed-use development pattern.
*(*In this example, mixed-use consists of two stories of residential or office over commercial)*

Special Area 2

1. This Special Area is recommended for a Business Park Activity Center Design Concept, with appropriate uses including office, business, research and development, technology, and related ancillary uses such as restaurants. Stand-alone "big box" uses, segregated from other uses and oriented away from streets and towards large parking fields, are not appropriate in this Special Area; however, such uses are considered to be appropriate if designed to be integrated into a development pattern of street-oriented buildings, walkable streets, and a mixture of uses (see illustration on previous page).
2. Development fronting U.S. Highway 72 should reflect the high quality envisioned for the area, be compatible with the development standards on the south side of the street, and be developed according to Traditional Neighborhood Development (TND) design principles.
3. Although attached dwellings (townhouses, condos, flats, apartments) are appropriate, detached dwellings are typically not appropriate in Special Area 2 due to its proximity to industrial uses (see Table 4). However, more intensive forms of detached dwellings, such as live-work units, may be appropriate.
4. Mid-rise Business Park uses should be of higher intensity adjacent to the I-269 and SR-385 (Bill Morris Parkway) Interchanges and should transition to less intensive uses further away from I-269 and SR-385.
5. Comprehensively designed development, including uses, street networks and shared access is provided, while piecemeal or fragmented development is discouraged.
6. The potential U.S. Highway 72 crossing designs should be integrated into a street network for optimum coordination and connectivity.
7. In the event it is not re-connected to the north of SR-385, the tree-lined Mt. Pleasant Road corridor should be retained and preserved as either part of a local trail system integrated into developments in this area, or into the Town's automobile street network.

Special Area 3

1. The existing land use pattern of this part of the study area is Light Industrial and is expected to remain unchanged. Because of this, this Special Area is recommended for the Technology-Light Industry Center Design Concept.
2. See Table 4 in the next section ("Future Land Uses and Density") for a listing of appropriate uses and densities for Special Area 3.
3. This special area is a convergence of two major Regional transportation corridors, and will be an extended gateway into the Town of Collierville and State of Tennessee. To address this gateway role, but still accommodate industrial uses:
   - The portions of new buildings visible from any public street or major road should be designed to the same architectural quality (materials, color, ornamentation), as Special Area 2.
   - Landscaping requirements should not be reduced below what is required for Special Area 2.
   - A minimum 40-foot buffer containing a mix of evergreen and deciduous canopy, including understory trees shall be provided along SR-385 and I-269 to filter and soften the views of these industrial areas.
4. In the event it is not re-connected to the north of SR-385, the tree-lined Mt. Pleasant Road corridor should be retained and preserved as part of a local trail system integrated into developments in this area, or into the Town's automobile street network.

Special Area 4

1. This Special Area is recommended for the Conservation Subdivision/Hamlet Design Concept because of the large stands of existing woodlands.
2. Both Detached and Attached Dwellings are appropriate for Special Area 4. See Table 4 in the next section ("Future Land Uses and Density") for a listing of appropriate uses and densities.
3. Any development shall be of a Conservation Subdivision or Hamlet design that shall respect the natural features (e.g. floodplain, trees) of the area, with over half of the development in open space lots to permanently protect such features.
4. This Special Area should be developed according to Traditional Neighborhood Development (TND) design principles.
5. There shall be an emphasis on viewing preserved open space and natural features from I-269, as opposed to structures, since it is a gateway into the Town of Collierville, Shelby County, and the State of Tennessee.
6. A minimum 40-foot buffer containing preserved existing vegetation, or augmented by evergreen and deciduous canopy, including understory trees, shall be provided along I-269 to filter and soften the views of these areas.
7. Smaller lots and Attached Dwellings should not be located on the exterior of a proposed development adjacent to, or across the street from, larger existing lots in Special Area 5.
8. Road infrastructure improvements connecting Special Area 4 to the south and to Special Area 1 should be completed concurrently with the initial phases of development.
9. The creek and floodplain should be preserved and enhanced as a community amenity.
10. Orientation of structures shall address the streets with no rear yards between the structures and Progress Road Extended. The intent is to promote walkablity and consistency with the development patterns in Special Area 1.
11. A Neighborhood Retail Node may be permitted at the intersection of the major roads planned in this area (Holmes Road Extended and the north/south road) as part of a master-planned hamlet. Such a retail node should be integrated into the pedestrian network of the community and built according to Traditional Neighborhood Development (TND) design principles. See Table 4 in the next section ("Future Land Uses and Density") for a listing of appropriate uses and densities for Special Area 4.

Special Area 5

1. The Quinn Road Corridor, south of SR-385, is predominantly rural in character with single-family detached residential uses and homesteads associated with agricultural uses. New development shall reflect the same character. Because of this, Special Area 5 is recommended for the Rural Residential Corridor Design Concept. See Table 4 in the next section ("Future Land Uses and Density") for a listing of appropriate uses and densities for Special Area 5.
2. The rural, scenic character of the Quinn Corridor shall be retained and enhanced. Streetscape improvements to Quinn Road shall be rural in nature, including informal, natural landscaping and traditional rural elements.
3. Development fronting on Quinn Road shall be on lot sizes comparable to the predominant size of those lots currently along the road. A lot size no less than five (5) acres shall be established for new development.
4. New local streets shall be rural in character, with swales instead of curbs, informal street-tree plantings and traditional rural elements, such as wood-plank fencing and stone walls.
5. Corridor front yard setbacks for new structures shall be no less than the average front yard setback of principal structures on adjoining properties. The purpose of this shall be to preserve the scenic viewshed and important natural features.
6. Orientation of structures shall address the streets with no rear yards between the structures and Quinn Road. There shall be an emphasis on viewing open space from Quinn Road, as opposed to structures.

Future Land Uses and Density

HOW TO USE THIS SECTION

The uses and densities described in this section are not intended to serve as zoning, but instead as policy for future land uses to be utilized by the private sector in designing projects, the public sector for planning capital projects, and for future annexation, rezoning, and planned unit development (PUD) decisions. These policies will help to insure that the I-269 Area will develop as intended, and they will be implemented on a project-by-project basis. To understand the appropriate land uses and densities for this area, see Table 4.

Future Land Uses are also described within each Design Concept. In many cases, these land uses may be mixed. In some cases the mixing of land uses is actually encouraged and incentivized with density bonuses (See Tables 5 and 6). Future Land Uses can occur in various densities, mixes and patterns, depending on their location. Descriptions and illustrations of the Land Uses, along with appropriate use mixes, design, and densities, are contained in the Design Concepts and Special Area Recommendations sections.

Future Land Uses Defined

The uses and definitions correspond with the Principal Uses listed in Tables 4, 5, and 6, and throughout the I-269 Small Area Plan.

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.

Detached Residential

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 in mixed use developments.

Attached Residential

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.

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, municipal pools, 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.

Institutional

Land used for civic purposes, such as city hall, police and fire stations and public libraries; 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.

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.

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

Table 4

Future Land Uses and Densities

Special Area:	1	2	3	4	5
Gross Residential Density (Max) [1] :	3.0 – 8.0 DUA	3.0 – 8.0 DUA		1.0-2.0 DUA	1 dwelling per 5 acres
Floor Area Ratio (FAR) Max:	0.40	0.40	0.50	[2]	[3]
Agriculture:	A [4]	A [4]		A [4]	A
Residential Detached:	A	A [5]		A	A
Residential Attached:	A	A		A	
Parks/Recreation:	A	A			
Institutional:	A	A			A [3]
Office:	A	A	A		
Commercial:	A	A			
Light Industry:			A		

A= Appropriate Land Use [#]= See footnote

DUA= Dwelling Units per Acre

Blank/Gray Cell= Inappropriate Land Use for that Special Area

Footnotes:

[1] Where ranges are indicated, density bonuses are possible based on a given project's land use mix and complexity. The greater the mix of uses and neighborhood completeness, the greater the density could be (see Table 6). This is not zoning, but policy. The Board of Mayor and Aldermen, upon a recommendation by the Planning Commission, will determine the density based not only on Tables 4, 5, and 6, but also the merits of how a given project factors into creating a complete neighborhood. Stated density restrictions are based on sewer capacity restrictions as set in the Town of Collierville's Southeast Sewer Study. Density restrictions may be adjusted in the future based on a corresponding change in capacity.

[2] Hamlets may have limited nonresidential uses if designed pursuant to the Design Concept and Special Area recommendations.

[3] Institutional uses in residential areas are only appropriate if designed to respect the character of the neighborhood in which they are located.

[4] Agricultural uses are also appropriate in more developed areas, especially for community gardens in Areas 1 and 2; or for open space lots in Conservation Subdivisions or Hamlets (Area 4).

[5] Detached dwellings are typically not appropriate in Special Area 2 due to its proximity to industrial uses. However, more intensive forms of detached dwellings, such as live-work units, may be appropriate for this Special Area.

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; however, commercial or office uses on the ground floor, with live-work and live-above (vertically integrated) dwellings on second and third floors, are customary uses and building forms within mixed-use neighborhoods.

When commercial uses are provided at a local scale, 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.

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.

Creating a Mix of Uses: Neighborhood Completeness

In mixed-use neighborhoods, the completeness of the neighborhood is dependant upon the provision and integration of nonresidential uses that form the functional and symbolic center of the neighborhood. The focus of this policy is to avoid the monoculture of uses that often occurs in commercial or office areas (see also Table 4). The combined intent of Tables 4, 5, and 6 is to incentivize certain uses and densities in an effort to make the I-269 Study Area a complete neighborhood.

Table 5
Building Forms that should Translate into Density Bonuses for Special Areas 1 & 2

Pedestrian-Oriented Form	□ Street-oriented buildings; □ Parking behind the building; □ Parking in the center of the block; □ On-street parking
Mix of Uses	□ Two or more principal uses, especially those from Table 6: Complete Neighborhoods Checklist; □ Residential included near other uses; □ Live-work units; □ Proximity of residential to employment; □ Recreation and services
Walkable Public Realm	□ Walkable streets (speed limits 30mph or lower); □ Neighborhood/pocket parks within walking distance; □Pedestrian-scaled site furniture/lighting; □ Street trees/landscaping
Natural Environment Conservation	□ On-site stormwater treatment; □ Conservation of natural features/habitat; □ Trails; □ Minimal grading; □ Pervious paving
Sustainable Construction/ Materials	□ LEED Certification or similar green building technology; □ Preferred list of materials; □ Supplemental landscaping
Traditional/Urban Site Design	□ Compatible Architecture; □ Decreased setback (Reduce residential setbacks; "main street" commercial setbacks); □ Decreased parking (Shared parking permitted; proximity and walkable/transit reductions)

Projects will be reviewed on a case-by-case basis on their ability to address the policies of the design concepts, special area policies, and the following factors:

- □ Pedestrian-Oriented Form
- □ Mix of Uses
- □ Walkable Public Realm
- □ Natural Environment Conservation
- □ Sustainable Construction/ Materials
- □ Traditional/Urban Site Design

For example, in Special Areas 1 and 2, the maximum residential dwelling units per acre (DUA) ranges from 3.0 to 8.0 units, the maximum nonresidential site Floor Area Ratio (FAR) ranges from 0.40 to 1.0 (Note: this FAR range is for individual building sites - the entire Special Area should not exceed 0.40 FAR), and building heights may be two stories or more.

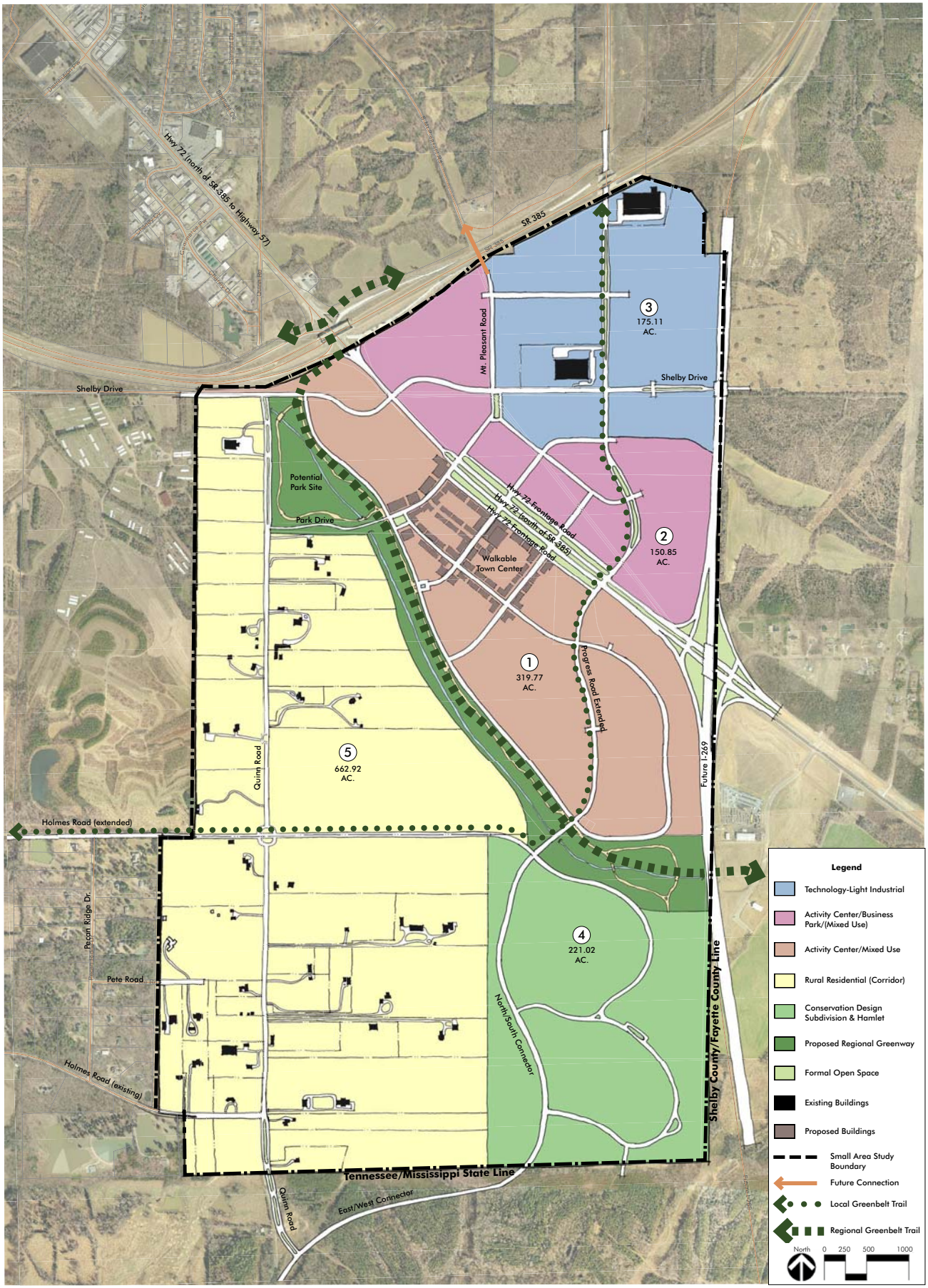
The greater a project's ability to meet these qualities, the greater the bulk entitlements that should be awarded. See Table 5 for specific examples of the design characteristics that should lead to greater entitlements. A land use mix checklist is included in Table 6: Complete Neighborhoods Checklist.

Table 6
Complete Neighborhoods Checklist

Principal Use Types		
Agriculture	□ Community Garden(s)	

Residential	□ Detached Dwellings:
	• Lots containing detached residential units should have at least three distinctly different lot sizes covering a range of lot widths from 35 feet wide and wider.
	• Detached residential units are not appropriate for Special Area 2 due to its proximity to industrial; however, some detached forms of live-work units may be appropriate on a case-by-case basis.
	□ Attached Dwellings:
	• Attached residential on upper floors of Mixed-Use building types is particularly encouraged.
	• Large concentrations of a single type of attached residential are discouraged. To avoid this:
	  • Vertically-oriented attached residential units, such as townhouses, are encouraged.
	  • Horizontally-oriented attached residential development, such as stacked flats or apartments, should not comprise the total number of attached dwelling units.	

Parks/Recreation	□ Park: open to public (or fee in-lieu of public park dedication)	
	□ Health Club or Indoor Recreation Facility: open to public	
Institutional	□ Place of Worship	□ Community/Civic Center
	□ School	□ Transit Stop
	□ Library	□ Police/Fire Station
	□ Museum	□ Post office
Commercial	□ Child Care Facility	□ Neighborhood Market/ Convenience Store (pedestrian oriented)
	□ Bank	
	□ Medical/Dental office	□ Hair Care
	□ Hotel	□ Supermarket
	□ Inn (up to 12 rooms)	□ Display Gallery
	□ Restaurant (sit down)	□ Theater (live, movies)
	□ Coffee Shop/Retail Bakery	□ Open-air Market
	□ Hardware Store	□ Share car
	□ Pharmacy	□ Laundry/dry cleaner
	□ Senior care facility/Assisted Living	□ Live-work dwelling units
Office	Office uses are appropriate in a complete mixed use neighborhood	
Light Industry	Not appropriate in mixed-use neighborhoods	



Note: Road alignments to be determined.

Collierville

Concept Plan

Town of Collierville, TN

April 1, 2009

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General Recommendations

The following principles will guide Town decision-making within the I-269 Area. These principles represent the values and attitudes of the community as derived from public input provided throughout the planning process, including the meetings of the Steering Committee, which were open to the public and were attended by members of the public. These principles are not tied to a specific Special Area or parcel, but rather are to be applied throughout the entire I-269 Area and are to be used in conjunction with any applicable Design Concept and Special Area Policies.

Gateway

1. The I-269 interchange area should be a symbolic entrance into the Town of Collierville that reflects a quality community aesthetic.
2. The visual corridor along US Highway 72 from the I-269 interchange to the SR-385 (Bill Morris Parkway) interchange is important and should be coordinated and cohesive.
3. With the construction of I-269, the importance of the US Highway 72 Corridor (from I-269 to Poplar Avenue) as a gateway into the Town of Collierville, and especially Downtown, will increase. US Highway 72 will serve as the primary link between I-269 and Collierville's Historic Downtown. The revitalization and improvement of the US Highway 72 Corridor must be a top priority. The Steering Committee recommends that the US72 Corridor be the focus of Town's next comprehensive planning effort.

Design-Based Focus

1. The I-269 Area will be an exemplary model for quality design and architecture of the highest standard.
2. Street design is encouraged to have narrow streets, on-street parking insets, neck-downs at intersections to encourage pedestrian crossings, minimal off-street parking between the front façades of buildings and the streets, and other techniques as may be applicable.
3. Comprehensively designed development, including uses, street networks and shared access should be provided, while piecemeal or fragmented development should be discouraged.

Adequate Public-Facility Concurrency

1. In order to provide for orderly, efficient and timely public facilities to serve new development in the I-269 Area, zoning and other development approvals for new development should be approved only if the responsible department or agency indicates that adequate public facilities will be available at the time of occupancy.
2. For the purposes of this plan, public facilities shall include streets, water, sewerage, stormwater management, gas, electric, police, fire, parks, and school facilities.
3. The policy of providing for adequate and concurrent public facilities necessitates that the Town facilitate the cooperation of both public and private agencies in planning, financing, and improving infrastructure.

4. All projects requesting development approval shall be reviewed to ensure adequacy as to the Plan of Services, determining if adequate public facilities and infrastructure will be available to meet the needs created as a result of the development.
5. Specifically, applicants for development approval shall demonstrate and document that existing public facilities and infrastructure are sufficient to support the proposed subdivision and the proposed development or shall provide the means and/or mechanisms to meet these demands. The applicant shall submit sufficient information and data on the proposed development, including documentation from the appropriate facility or service provider to demonstrate the expected impact on, and possible uses of public facilities of, the development.
6. During the Planning Department's review of development approval requests for consistency of the project with this Plan, it will review and summarize any individual department's or agency's findings regarding public facilities adequacy.
7. For large projects that will be developed in phases over time, the Town will require adequate assurance and safeguards for the coordination and timing of services and facilities with development. This can be achieved through a number of mechanisms, such as PERT charts and conditions of approval on site plans in the development review process.

Transportation and Interconnectivity

1. Street interconnectivity is strongly encouraged in the I-269 Area to provide for multiple route options.
2. Individual development designs should consider aspects to encourage the reduction of the number of vehicle trips.
3. A coordinated pedestrian and bicycle system should be provided throughout the area to connect residential and commercial areas.

Natural Resource Protection and Stormwater Management

1. Development shall respect and enhance the character of the I-269 Area by creating a livable community while using environmentally sensitive site design to preserve floodplains, streams, mature tree stands, and specimen trees.
2. There should be a coordinated network of open space and parks integrally designed into the community to add public amenities and to preserve the existing qualities of the area.
3. The Town shall seek to proactively improve water quality in the I-269 Area, through use of methods such as maximizing stormwater infiltration on-site and minimizing impervious surface, using techniques such as parking structures, pervious pavement and other accepted practices.
4. Streams shall be proactively protected and enhanced by prohibiting stream relocations, by providing a natural riparian corridor on both sides of a stream, as Town standards require, and by providing planting plans with native species to enhance existing stream corridors.

Planned Unit Development Approach

In many instances in this plan, properties or areas are recommended for certain types of development only when developed pursuant to the planned development process. The planned development process involves planning for the long-range development of large properties or assemblages of properties as a coordinated unit. As part of the planned development process, an Outline Plan is developed and becomes the primary regulatory document for the property (or properties) within the planned development's boundaries. The Outline Plan should be prepared by owners or developers in close coordination

with Town planning staff at the earliest stages of site planning. The intent of the planned development approach is to provide additional flexibility for alternative types of development, including a mixture of uses, in exchange for assurances of extraordinarily high quality and compatibility with surrounding areas, with close town involvement in the design process. The planned development's Outline Plan should include graphic and text representations of the proposed development (including a pattern book) that address the following issues at a minimum:

1. The location, types and densities of residential uses.
2. The general location, types, building heights, gross nonresidential floor areas and uses, and impervious surface areas for nonresidential uses.
3. The general location and orientation of buildings, conservation areas, open spaces, recreational facilities and parking areas.
4. Access and circulation systems for vehicles and pedestrians.
5. Infrastructure and public service delivery.
6. Landscaping and signage.
7. Transitions between incompatible land uses.

Traditional Neighborhood Development (TND) Design Principles

In many instances in this plan, properties or areas are recommended for certain types of development forms that are walkable and/or have a mixture of uses. This is not simply a style of architecture or other design treatment, it is a system of multiple design characteristics specially designed to foster complete and walkable neighborhoods, streets, and land uses. When specifically referenced in a Special Area or Design Concept, these design principles apply.

Traditional Neighborhood Development (TND) is modeled after the pattern of development popular up through the mid-20th century. The traditional neighborhood concept reflected human scale and walkable communities with a mix of uses and densities and mixed-use cores. The TND is a modern adaptation of that historic pattern and is seen as a viable and desirable option for some areas of the Town of Collierville.

This design is typically characterized by a “grid”—or frequently interconnected—street network, typically with alleys, mixed-housing types and some mixed uses. These mixed uses, with basic architectural consideration, can be integrated into a neighborhood, even if the neighborhood is new. Accessory residential units are also easily accommodated. This type of development requires a different set of physical standards, including maximum setbacks or “build-to” lines, as well as standards for porches and rear-facing or detached garages. These developments typically have a higher density than what is common in the Town, which can be appropriate for many reasons, including efficiency of infrastructure, efficient use of land and more potential pedestrian opportunities. In this sort of development, appearance and size of the structure are often more important than use.

This concept is particularly appropriate when the development is occurring adjacent to existing traditional development. The following policies will serve as a guide in the consideration of TNDs:

1. TNDs are only appropriate when part of an Outline Plan in a Planned Development.
2. The dominant use in TNDs should be residential, with nonresidential uses subordinate to residential. Mixed uses are encouraged within TNDs, but they are residential neighborhoods first, with nonresidential uses providing support to the neighborhood.
3. TNDs should respect the existing character of traditional areas. They should help to create and to maintain the "small-town" image that Collierville strives to maintain.
4. The street systems should have multiple interconnections, which will allow multiple opportunities for people to walk to local destinations by a variety of routes. Streets should be designed for slower speeds to allow for mixing pedestrian and vehicular traffic.
5. There should be a short distance to amenities. Sites should be designated for churches, parks, schools, stores and other public gathering places within a five-to-ten-minute walk from homes.
6. The internal density of this use concept should be variable to respect established patterns and densities.

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7. Mixed housing types should be permitted in some manner. They can encourage some alternative accessory housing options, such as "accessory units".
8. Dwellings should relate to and address the street. 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.
9. The TND concept may provide a wider spectrum of permitted uses and layouts, which would encourage internal movement and reduce auto congestion often caused by lack of connecting streets and isolated residential uses.
10. This concept should be designed to capitalize on options for open-space/trail connectivity without interrupting its own form of design.

It is not appropriate for a TND to be dominated by one or two land use forms and uses. A TND should have a mix of lots covering a variety of sizes and uses.

Next Steps: Future Planning Efforts by the Town

The purpose of this table is to document other policy, infrastructure, and strategy mechanisms that need further action that, in the opinion of the Steering Committee, are critical to the successful implementation of the I-269 Small Area Plan. The intended audience of these recommendations is Town Staff, the Planning Commission, and the Board of Mayor and Aldermen, and it is the hope of the Steering Committee that these will be the basis for annual departmental work programs, Capital Improvement Plan (CIP) projects, and general fund projects.

Type of Planning Document/Effort	Step	Objectives
Zoning Ordinance and/or Design Guidelines Amendment	Develop and Adopt Traditional Neighborhood Development (TND) Design Guidelines or Zoning Standards	Although nonresidential design standards exist, the Town's current design guidelines and development standards are not sufficient to guide an entire TND. Although the PD process would afford some flexibility, for the best implementation of the Mixed-Use Design Concept as described in this small area plan, true TND design standards need to be adopted. The required mixture of uses, lot types, building types, etc, should be clearly outlined for TNDs, and the Town should have zoning and design standards to support these development forms.
Zoning Ordinance Amendment	Develop and Adopt a 5-acre minimum residential zoning district	To ensure implementation of the Rural Residential Corridor Design Concept and Special Area 5's recommendations, a 5-acre minimum residential zoning district should be established. The existing Forest-Agricultural-Residential (FAR) district classification, with some modification, may be sufficient.
Zoning Ordinance Amendment	Develop and adopt a true Mixed-use District, form–based code, or hierarchy of zoning districts.	Although the Central Business (CB) district allows for residential dwellings above nonresidential uses, no other zoning district does. Either the Central Business (CB) district should be modified for use outside of downtown, or a new district, or series or districts, should be created. To insure a variety of mixed uses within a project, a required mixture of uses table should be considered as well as part of the zoning district.

Type of Planning Document/Effort	Step	Objectives
Design Guidelines Amendment	Refine the Town's open space standards to focus on quality, visible, and usable open space.	Quality open space standards, in addition to quantity standards, need to be incorporated into the design guidelines for the Town. Three areas need to be studied: Define and require a minimum percentage of Formal Open Space. Formal open space is a generally planned and structured area that includes formally designed landscape plantings. The space is regularly maintained and may include streetscape furnishings (e.g. benches, lighting, and sculptures), recreational improvements (e.g. playground, swimming pool, tennis courts), and street improvements. Define and require a minimum percentage of Informal Open Space. Areas designated for undisturbed natural features, including wetlands, rock outcrops, pastoral areas, floodplains, lakes, streams, rivers, and wildlife habitat; utility and conservation easements; and for passive recreation uses including walking/equestrian trails, pathways, and picnic areas. Such areas typically require little or no maintenance. Consider allowing a development to meet its informal open space requirement with formal open space if no environmental feature exists or if site is located in an urban center.
Land Use Plan Amendment	Develop a Small Area Plan for the Downtown Area	Such a small area plan should provide a seamless transition from the new I-269 Area to the historic core of the Town via land use, vehicular, pedestrian, and bicycle consistency and "connectivity." The character of new developments on the periphery of the downtown district contiguous to the I-269 Small Area Plan should reflect a traditional development character to tie the two areas together seamlessly. This small area plan would be intentionally coordinated with a small area plan for parcels along Hwy 72 and a streetscape initiative for the Hwy 72 corridor.
Land Use Plan Amendment	Hwy 72 Corridor Plan	A similar process to the I-269 Small Area Plan should occur for the Hwy 72 Corridor (north of SR-385) to plan for redevelopment and infill. Tax incremental financing should be considered, as well as other innovative redevelopment tools. This corridor plan would be intentionally coordinated with a streetscape project for Hwy 72 and a small area plan for downtown.

Type of Planning Document/Effort	Step	Objectives
CIP Project	Hwy 72 Streetscape	Hwy 72 bisects the I-269 study area and connects this new gateway with SR-385, Poplar Avenue, and Downtown Collierville. Since the state plans to widen Hwy 72, a streetscape study and capital improvement project should be planned to take the state's plan, and upgrade it with streetscape improvements (landscaped medians, grass strips, decorative street lights and mast arms, access control, walls, fencing, etc). If the state proceeds with these improvements before Collierville can work to upgrade the plans, as many post-construction streetscape improvements as practicable should be made.
CIP Project	Major Road Plan Update	The Major Road Plan does not anticipate I-269. The Plan must be updated to model this new regional thoroughfare. For the land uses prescribed by the I-269 Small Area Plan to be viable with minimum impact on the remainder of Town, several routes must be modeled in a comprehensive update to the Road Plan (see Transportation Section).
CIP Project	CIP: replacement truck	Before buildings taller than 75 feet can be built, the Fire Department needs adequate equipment in the form of a 100-foot ladder truck.
CIP Project	Fire Station Location and Resource Allocation Study	An updated study should be done to verify the ability of Firehouse #2 and the future Firehouse #6 to meet the needs of the I-269 interchange area, and to determine if a Firehouse #8 is needed. If a new fire station is determined to be needed through this study, it should be added to the CIP and constructed before significant development occurs in the I-269 Area.
Other	Develop Livability Measures	Since a significant portion of the design concept, special area, and general recommendation policies are intended to create livability measures, the staff will research, evaluate and develop objective measures that indicate an individual project's conformance with the policies of this small area plan, including, but not limited to, mixture of uses, special area recommendation, design concept recommendations, walkablity, interconnectivity, and neighborhood completeness. These measures would benchmark existing or proposed conditions and identify progress toward achieving the policies of this plan. The staff will make recommendations, including density incentives, on a given project's ability to implement the small area plan.

Type of Planning Document/Effort	Step	Objectives
Other	MPO Major Road Plan Update	Once adopted, the Town of Collierville will provide to Piperton, Marshall County, Shelby County, and the Metropolitan Planning Organization (MPO) a final copy of the adopted plan, and request that the MPO commence with its Major Road Plan update, and include the policies of the I-269 Small Area Plan in its modeling. If changes are made to the county-wide Major Road Plan that change the assumptions of the I-269 Small Area Plan, the Town should initiate an update to the Plan.
Other	Truck Route	If the decision is made to put an intermodal facility with truck traffic on Highway 72 east of the study area, as was being contemplated during the adoption of this small area plan, then the Town should approach Piperton and Marshall County as part of a coordinated effort to establish a designated truck route for the area.