

CHAPTER 5: FUTURE LAND USE AND CHARACTER

A. Overview and How to Use this Chapter

This chapter serves as the preeminent vision for the physical future of Downtown Collierville. When used as a guide for the development of specific properties, conformance with this plan should be determined by applying four tests.

- **TEST 1:** Review the applicable policies in Chapter 6 for a specific area and how they might affect the Town's approach to any development requests in that area:
 - What are the Town's priorities for the area and how would they impact the request (timing, priority, funding, adequacy of infrastructure)?
 - Does the request or idea help the Town to implement one or more of its initiatives for the area?
 - Sometimes the initiatives may appear to be conflicting. How does a development request or idea further or hamper implementation of any strategies?
- **TEST 2:** Determine the Character Area that applies to the property by referring to the Character Areas Map. Review the Character Area policies that apply within the Character Areas section.
- **TEST 3:** Review the recommendations for the applicable Special Area to determine policies that would affect future land use and whether there are any specific policies applicable to the property that may be modified or enhanced from the Character Areas section. Also, consult the Character Studies for examples of how these policies could be implemented.
- **TEST 4:** Finally, determine if there are any further modifications or additional recommendations by referring to the 2001 Land Use Plan (as may be amended).

B. Role of the Character Studies

For certain areas, illustrative concepts were prepared and are referred to in this Chapter as "Character Studies". A total of 20 Special Areas within Downtown Collierville were studied, but not all to this degree of detail. In some Special Areas, illustrative conceptual site layouts, supporting perspective illustrations, and photographs (those from Collierville are specially labeled), have been provided to demonstrate how to achieve the intent of the applicable Character Area and Special Area policies for the site. These images may also depict the desired street relationship of buildings, site circulation, relationship to the Recommended Block Pattern (Figure 3-20), integration of open space per the Green Corridors/Infrastructure Character Area, and other design features such as transitions to surrounding land uses and neighborhoods. They are conceptual sketches; actual use of individual buildings may vary and locations of building, parking and other site features may change subject to market conditions and the development programs proposed by private developers. Put simply, they are what could occur based on the policy recommendations in Chapters 3, 5, and 6, but are not to be interpreted as the only way to develop a particular property, or a guarantee that the Town would approve a depicted project without first verifying compliance with Town codes, guidelines, and ordinances, and making sure that there was adequate infrastructure to support the development.

C. Character Areas

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. The character and livability of Collierville's Historic Square and its surrounding neighborhoods are not ensured simply by planning for the geographic distribution of land use and public services. Quality of life, preser-

vation of historic resources, and compatible infill, 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 seven "Character Areas", which are then mapped for the study area (see Figure 5-1). Furthermore, these Character Areas are also coordinated with the more specific policies of the Special Areas and any "Character Study" concepts shown in Chapter 5. The Character Areas applicable for Downtown Collierville area include:

Character Area/Character Study	Color Code
Green Corridors/Infrastructure	Green
Downtown Core	Red
Traditional Neighborhood	Brown
Activity Center: Mixed Use	Orange
Activity Center: Village Retail	Pink
Conventional Suburban Neighborhoods	Yellow
Activity Center: Technology-Light Industry	Light Blue
Special Areas and Other Character Images	Grey

The Character Areas, sometimes called "place types," in other planning efforts, 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 Character Areas 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 Character Areas.

The following Character Areas establish a series of design templates that guide the way different land uses can be developed and mixed relative to each other. The Character Areas establish a series of guidelines allowing the Town to evaluate the quality and character of new growth.



Figure 5-2



Figure 5-4



Figure 5-3



Figure 5-5

These guidelines are intended to supplement the Town's Design Guidelines, which focus on more detailed aspects of individual site design. These Character Areas 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.

Green Corridors/Infrastructure Character Area

The Green Corridors/Infrastructure Character Area (see Figure 5-17) is an extension of the "Open Space Mandate" from the 2001 Land Use Plan, and pulls together several previously-adopted land use policies and terms used in the Future Land Use Map and the Greenbelt Master Plan. These terms 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.

- It preserves open space, which is also a long-term community value.
- It supports groundwater recharge and water quality, reduces stormwater runoff, and provides for stormwater management.
- An interconnected and linear system of corridors and nodal open spaces creates both pedestrian and wildlife corridors.
- It works hand-in-hand with the significant open space preservation found within Conservation Subdivisions, which are not likely within Downtown Collierville, but may be appropriate for new residential development to the south or west. Connecting these open spaces to Downtown is important.

Careful stewardship of the floodplains and their related drainage infrastructure 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-



Figure 5-6
Collierville Example



Figure 5-9



Figure 5-7



Figure 5-10



Figure 5-8



Figure 5-11

safety purpose and helps to minimize property damage during periods of flooding.

It should be noted that inclusion in the Green Corridors/Infrastructure Character Area (see Figure 5-2) 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 environmentally sensitive parts of the Green Corridors/Infrastructure Character Area 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. Development surrounding Green Corridors/Infrastructure should be strategically located to orient pedestrian activity and primary building facades such as front porches towards the green space providing “eyes on the park”, a form of security created when residents surrounding the park take ownership in the park and provide added surveillance, aiding police in reducing crime.

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



Figure 5-12



Figure 5-14



Figure 5-13
Collierville Example



Figure 5-15



Figure 5-16

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 (see Figure 5-17).

- Except for development associated with parkland or civic uses, 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.
- Fencerows, tree lines, woodlands, and other valuable natural and historic resources should be maintained.
- Streambank restoration and protection is particularly encouraged along waterways.

On sites with a portion located within a Green Corridors/Infrastructure Character Area (see Figure 5-17), 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. The voluntary Transfer of Development Rights (TDR) from one area to another is authorized by State Law, and property owners within a Green Corridors/Infrastructure Character Area interested in the Town establishing a TDR program should contact the Town. Because property within the Green Corridors/Infrastructure Character Area (see Figure 5-17) is often controlled by governmental agencies or non-profits, such land may also be appropriate for civic purposes. Examples include educational facilities (public and private primary and secondary schools, universities) community centers, cemeteries, churches and similar uses. Such uses may be appropriate in these areas on a case-by-case basis pursuant to the policies of the applicable Special Area.

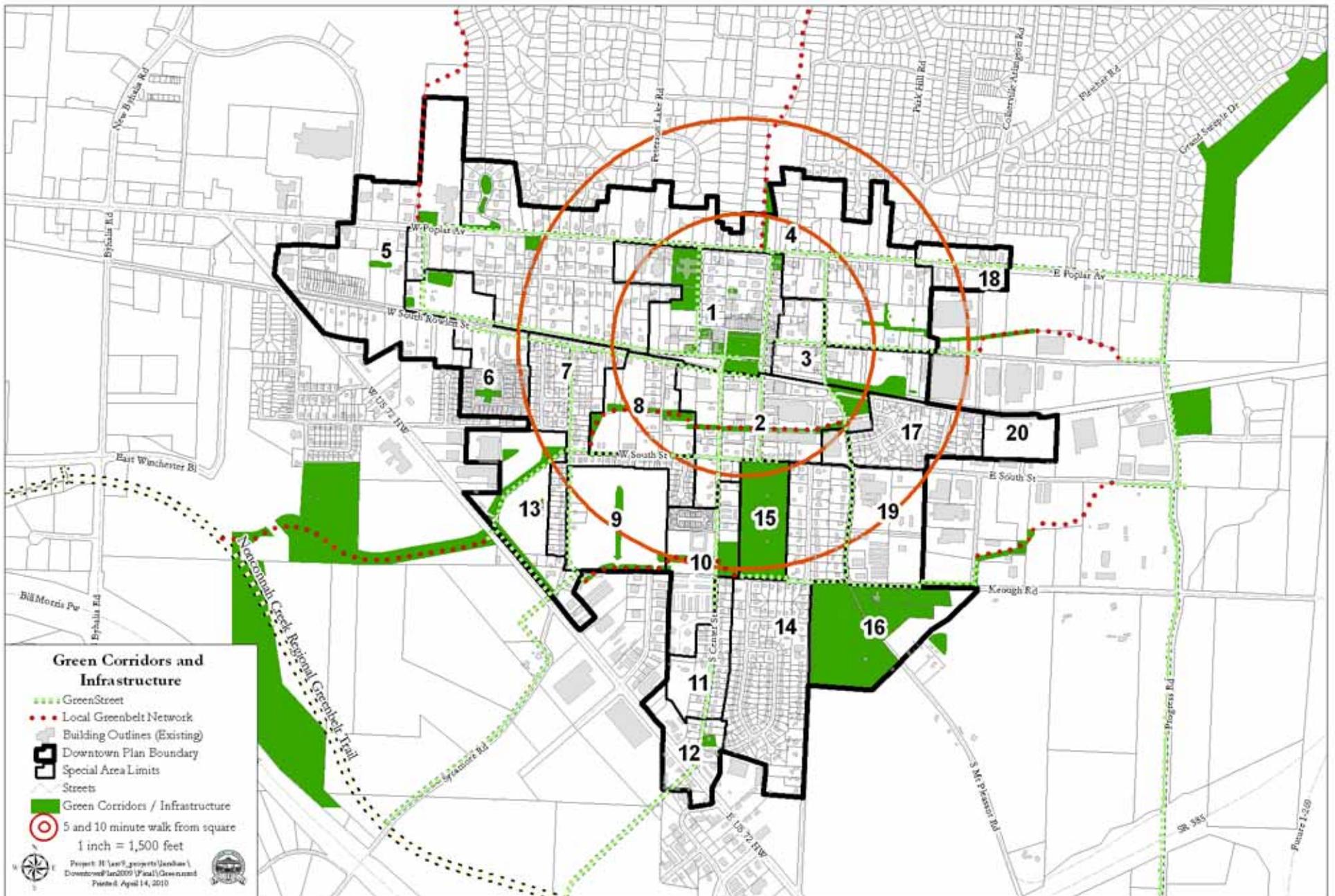


Figure 5-17



Figure 5-18



Figure 5-19



Figure 5-20



Figure 5-21

Downtown Core Activity Center

The Downtown Core Character Area is comprised of what has been traditionally referred to as the Historic Square area, as well as additional properties lining Mulberry Street, Main Street, North Rowlett Street, and even includes parts of Walnut Street and Washington Street. The majority of the Downtown Core is within the Collierville's Local Historic District and/or in the National Register Historic District. During the 2010 study, the area included many historic structures and a varied mix of uses, including restaurants, boutique retail shops, coffee shops, offices, and other small-scale commercial uses typically found in a downtown setting; major public uses and quasi-public uses including the Town of Collierville's Police Headquarters and Court Complex, post office, Main Street Collierville office in the existing railroad depot, and a variety of churches and other institutional uses. Perhaps the most notable feature is the central greenspace on the Town Square, which is part of the Town's park system and serves as the cultural heart of the community, contains a large gazebo, mature trees, and park benches. A diverse mix of uses, including second floor residential, will continue to be encouraged within the downtown core to ensure that it continues to function as the Town's center.

The area has a historic commercial character typically at a scale of 1 to 2 stories. Historically, 2 story buildings were common, as the Masonic Lodge site at the northeast corner of Main and Washington was 2 stories, but at one time, a 3-story hotel was located on Main Street adjacent to the railroad. Interestingly, because of topography changes around the railroad, the historic Square north of the railroad tracks is close to a full story higher than the finished floor of buildings on the south side of the railroad tracks fronting on North Rowlett. This grade change



Figure 5-22

could allow for buildings taller than would be permitted and contextual on the north side of the tracks and provide needed visual enclosure to the historic Town Square park. Heights taller than two stories are not without precedent downtown, as two hotels that reached three-stories once faced the Town Square, and the existing Methodist and Episcopal churches also exhibit greater scale and massing than the other buildings on the Square.

Buildings throughout Collierville's Downtown Core have a strong relationship to the street frontage, typically highly detailed on the street side, and have a strong orientation towards pedestrians.

Future Land Use

Commercial uses are to be concentrated in this mixed use area to promote a vibrant downtown core while protecting the residential character of the surrounding area. Retail uses are encouraged to locate on the ground floor, while office and residential uses are encouraged on the floors above. Offices may be appropriate on first floors if within storefronts located mid-block, as this will allow the corners of Downtown to be active with retail destination uses after normal business hours.

Existing civic and institutional uses are encouraged to remain and future civic and institutional uses are encouraged. Residential development in the form of contextually-designed attached residential, upper-floor residential, and accessory dwellings are appropriate. Residential uses on and around the Square are encouraged to help support the retail uses and to provide after-hours activity and to promote the Live, Work, Play and New Rooftops Initiatives discussed in Chapter 6.



Figure 5-23



Figure 5-24
Collierville Example



Figure 5-25



Figure 5-26

Development Form

The area should follow the Traditional Design Principles. More dense, mixed-use, and residential development should be allowed in the area because of the significant breadth of the Square. New buildings in the Downtown Core may be at a scale up to 2 stories with proper detailing and massing. It may be possible to accomplish taller buildings in the Downtown Core of up to 3 stories, but only in certain circumstances. Such circumstances include modern interpretations of the old hotel site or in remote locations. It is also appropriate to add second or third stories to existing buildings, and a common architectural technique for doing this without changing the historic scale of a downtown is to “step back” a second story significantly from the front façade so that the addition is less visible, especially from street level. The new void space created can prove valuable for rooftop terraces to be enjoyed by upper floor residents or offices, or even as outdoor dining or reception space.

Parking to support forms such as the Downtown Core is complex, and warrants further study (see Chapter 4 overview of parking and Next Steps in Chapter 6). Development may be supported by on-street parking, municipal parking fields existing around the Square, or new surface and/or structured parking located to the side or rear of buildings. Parking fields should not be located at street corners.

Parallel on-street parking is encouraged; angled parking is allowed. Structured parking, if provided, must incorporate active ground floor uses and landscape and/or architectural features to shield the appearance of parking from public view. Liner buildings are expected to screen structured parking from view along the streetscape. Structured parking may be allowed on the outside of the

Figure 5-16

block if it maintains an active ground floor with usable storefronts and upper floor façade and cornice treatments. Facades throughout the Downtown Core should be historically detailed, include features such as inviting storefronts, appropriate signage, awnings or canopies at entrances, and architectural lighting. Fenestration for second floor uses should be based on historic architectural patterns; façade treatments should emulate the character of the best examples of late 19th century architecture.

Connectivity

The existing interconnected street and sidewalk network should remain, with new sidewalk and road connections made where necessary to break up long blocks and provide additional relief to the vehicular and pedestrian network (see Chapter 4)

Open Space

Additional open space will be minimal given the traditional and historic commercial character of this area, with the public park at the Historic Town Square and Tom Brooks Park providing much of the needed open space for the Downtown Core Character Area. These spaces are publicly-accessible and meet the needs of the immediate area. With private development and redevelopment, courtyards, small greens and plazas can provide additional open space within the traditionally-scaled built environment. Through the GreenStreet system, Town Square park and Tom Brooks Park can be connected to the Town Greenbelt system and other parks.



Figure 5-27



Figure 5-30

Traditional Neighborhoods Character Area

The Traditional Neighborhoods Character Area consists of the areas immediately adjacent to the Downtown Core, and is primarily characterized by historic, single family residential homes with a traditional development pattern. These historic neighborhoods contain some of the oldest residential buildings in Collierville. The community desires to maintain the historic residential character and scale. Many of the properties that comprise the Traditional Neighborhoods Character Area are within the Local Historic District and/or in the National Register Historic District, and contribute to the eclectic mix of historic resources surrounding the Downtown Core area; however, several properties do not have a historic designation, but have been designated within the Traditional Neighborhoods Character Area because of their potential to positively or negatively contribute to the historic resources and Downtown Core area over time. Office, multifamily apartments, and commercial uses have slowly encroached into some single family residential areas over time.

The policies affecting forms and uses in the Traditional Neighborhood Character Area are largely based on the Traditional Design Principles of Chapter 6. These principles are modeled after a new pattern of development that emerged in the late 1980s that is heavily influenced by pre-WWII neighborhood design, and is typically applied to new development areas; however, in Collierville's downtown area, the term Traditional Neighborhood refers to both the historic areas and new neighborhoods built according to Traditional Design Principles (see chapter 6).

The Traditional Neighborhood Character Area reflects human scale, walkable communities with a modest mix of uses at strategic locations similar to that of the area immediately sur-



Figure 5-28



Figure 5-31



Figure 5-29



Figure 5-32



Figure 5-33



Figure 5-35



Figure 5-34



Figure 5-36

rounding the Historic Square. The Traditional Neighborhood Character Area is a modern adaptation of that historic pattern and therefore translates very well to many of Downtown Collierville's historic neighborhoods, which were built between the 1870s and 1940s. Magnolia Square (2000s), Washington Gates (2009), and Twinings of Collier (2010), are modern examples of new neighborhoods in the Study Area that are generally consistent with the Traditional Design Principles. With many development opportunities within a 10 minute walk to the Square, the Traditional Neighborhood Character Area is likely to be a main location for helping the Town to address its New Rooftops Initiative for meeting the Vision as described in Chapter 6.

The design created by the Traditional Design Principles is typically characterized by a "grid", or frequently interconnected street network, often served by alleys, varied-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. The Traditional Design Principles require a different set of physical standards, often called "form-based codes," including maximum setbacks or "build-to" lines, porches, and garages that are rear-facing or detached from the main house.

Buildings in the Traditional Neighborhoods Character Area are typically one and 1/2 to two and 1/2 stories in height, but flexibility should be afforded to allow varying heights, with compatibility with the context of adjacent buildings, planned scale of the applicable Character Area, and proximity to single family uses being factors. Higher residential compactness, on a case-by-case basis, is appropriate in some parts of the Character Area to promote the efficient use of infrastructure and land, generate more po-



Figure 5-37



Figure 5-38



Figure 5-39

tential pedestrian opportunities, and to create the “critical mass” of residents necessary to maintain a vital Heart of Downtown as described in Chapter 6.

While there are only a few remaining opportunities for new residential developments on vacant properties in the areas designated as Traditional Neighborhood Character Area, many of the opportunities for increasing the residential population will be oriented towards incremental infill and redevelopment.

Future Land Use

Areas are to be developed primarily with single family detached or attached residential uses, as specified by the policies of the applicable Special Area in this Chapter.

Residential neighborhood areas should generally be protected from commercial and industrial encroachment, which includes office uses; however, some Special Areas may permit office uses in areas that were once formerly vibrant for single family residential, but are now transitioning to new uses. Cooper Street and Poplar, for example, has long been used for a small commercial node. Another example includes the residential properties on Main Street between Poplar Avenue and the Square, which are appropriate for Adaptive Reuse as office uses. New non-traditionally designed buildings for commercial uses should not be allowed, and retrofits of inappropriate existing buildings should reduce present conflicts.

Significant civic institutions, such as schools, churches, branch libraries, community centers, and colleges, are appropriate to locate in this Character Area on a case-by-case basis provided they are designed to be compact, compatible with the neighborhood’s character, and the infrastructure will support such uses. New attached residential uses may be permitted in

certain Special Areas where it can be demonstrated that these uses do not negatively impact the established single family character of the block face along the public street. Accessory dwellings are appropriate in the area on a case-by-case basis. Live-work buildings may also be appropriate if the Special Area language permits them.

Connectivity

The existing interconnected street and sidewalk network will remain. Additional street interconnectivity is needed to create a unified block system similar to the existing or planned street network found in and around the Downtown Core and Mixed Use Activity Center. See Chapter 3 and the Recommended Block Pattern (Figure 3-20) for proposed street linkages, as well as the Green Corridors/Infrastructure Map for a new system of connected sidewalks that should be present.

Open Space

Tom Brooks Park, Suggs Park, and the public park on the Historic Town Square provide significant open space for much of Downtown Collierville that falls within Traditional Neighborhood Character Areas; however, many neighborhoods, homes, and businesses are too far from these open spaces (more than a 5 minute walk). Additional public parks or forms of private and/or formal open space are needed to fill gaps where parks are more than a 5 minute walk. Pedestrian friendly routes should be created to link existing or planned “Activity Centers,” greenways, and park space.

A new linear greenspace should be created and have a public edge that is physically and visually accessible to the public. The purpose is to provide improved stormwater conveyance and connect Suggs Park to other parks in the Town. This system will create points for passive recre-



Figure 5-40
Collierville Example

ation, small informal gatherings, environmental education opportunities and scenic vistas. See the Green Corridors/Infrastructure Map in this Chapter for open space, Greenbelt, and GreenStreet recommendations (see Figure 5-17).

Development Form

With the exception of buildings with architectural features like lanterns and overlooks, buildings may be at a scale up to two and 1/2 stories; however, taller buildings may be appropriate on a case-by-case basis. For historic properties, the Historic District Commission's (HDC) guidelines provide additional standards to address development form of the neighborhood including transition between uses, massing and scale. Some areas of the Traditional Neighborhood Character Area may currently be in a development form more consistent with Conventional Suburban Neighborhood Design, (such as the multifamily and single family uses along Center Street); however, the decision to include them within the Traditional Neighborhood Character Area is intentional. The Traditional Neighborhoods designation for these areas currently creates gaps in the development forms most ideally suited for sustaining the Downtown Core, and anticipates that the Town and private property owners will make incremental improvements over the decades to better integrate the otherwise disjointed Downtown Core, Mixed-Use Activity Centers, Village Retail Activity Centers, and other Traditional Neighborhoods. Non-residential uses, such as Collierville Middle School, should maintain the residential scale of the area in the design and construction of new buildings or the expansion of existing buildings.

The following polices will guide the Town in the consideration of new development, infill and redevelopment projects within Traditional

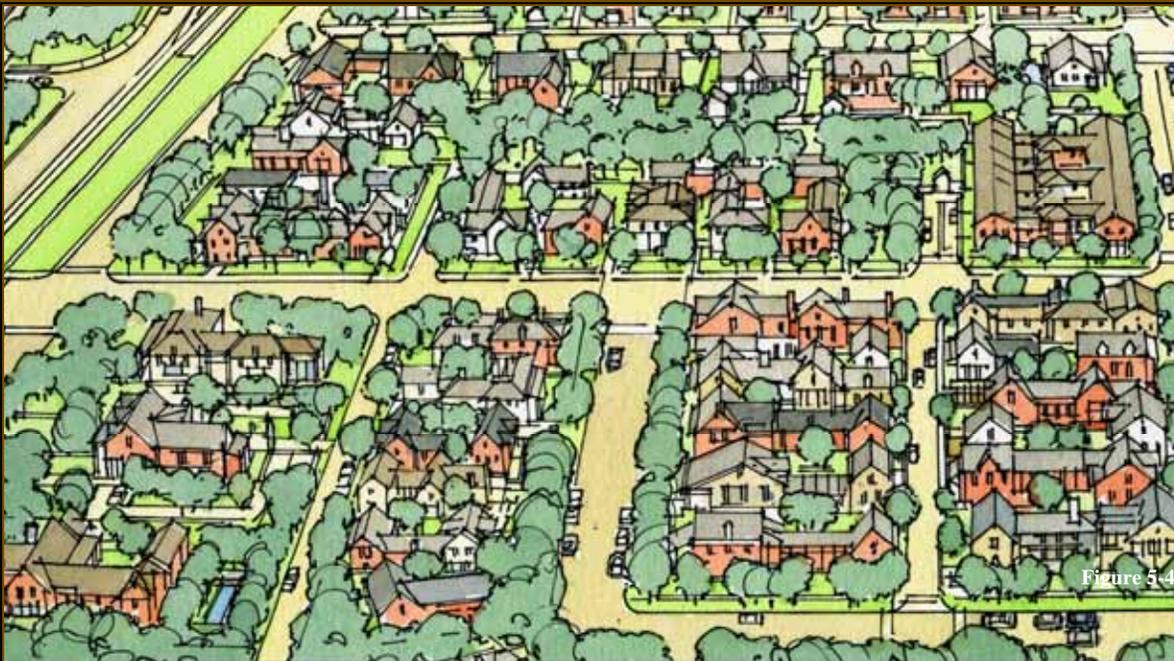


Figure 5-41

Neighborhoods Character Areas.

- Traditional Neighborhoods should be designed according to the Traditional Design Principles as described in Chapter 6.
- Large-scale developments or complicated infill projects are often governed by an Outline Plan in a Planned Development, although this may not always be the case.
- Except for mixed use building types or small infill projects, the dominant use within Traditional Neighborhoods should be residential, with nonresidential uses subordinate to residential. Mixed uses are encouraged, but Traditional Neighborhoods should be residential neighborhoods first, with nonresidential uses providing support to the neighborhood.
- Traditional Neighborhoods may provide a wider spectrum of permitted uses and layouts, which would encourage internal movement and reduce automobile congestion often caused by lack of connecting streets and isolated residential uses. Mixed housing types (detached and attached dwellings) are generally encouraged in Traditional Neighborhoods, but only if supported by the policies for the Special Area. Alternative accessory housing options, such as accessory apartments may be allowed in certain situations.
- In most cases with detached dwellings, designated parking will be through driveways and garages, with garages located to the side or rear of the home, and guest parking provided as parallel on-street parking where possible. Alleys should be provided for attached dwellings and are encouraged for detached dwellings on small lots. Parking in front yards is not appropriate.
- Homes in Traditional Neighborhoods should “address the street,” which means that the main entrance of buildings (not the garage) should be oriented to the street, and the progression of public to private characteristics of traditional neighborhoods (street to sidewalk

to front yard to front porch) should be preserved. Where curb cuts are not practical from the street, or in the case of attached dwellings, alleys or private drives are appropriate design techniques to prevent “reverse frontage”.

- When garages are loaded from the street for detached dwellings, the garage should be substantially recessed from the front facade of the house (20 feet or more) to hide vehicles and maintain a streetscape where garages are ancillary.
- On-street parallel or angled spaces are encouraged for nonresidential buildings in Traditional Neighborhood, as well as residential units served by rear alleys or services drives.
- Off-street parking between the building and street, whether at street corners or mid-block, is highly discouraged because it disrupts visual enclosure, is contrary to the downtown streetscapes, and inhibits the enhanced walkability efforts of Chapter 3 for Downtown. Refer to Chapter 3 for additional discussion of off-street parking Downtown.
- Parking lots at street corners are highly discouraged for this reason; however, it is acknowledged that they may occur to provide relief for increasing parking demand downtown. If used, they should be temporary in nature, and be designed to allow for future infill development and completion of the urban fabric for downtown.
- In all cases, parking should be well illuminated, screened from public streets through walls, fences, or vegetation, and buffered from any adjacent residential uses.
- The compactness of the development and perimeter lot widths should vary to respect established patterns and densities. Gross density should be determined on a case-by-case basis based on the merits of the design.
- 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.

- Traditional Neighborhoods should capitalize on options for open space/greenbelt trail connectivity, especially where part of the Green Corridors/Infrastructure network (see Figure 5-17).
- New civic institutions, such as schools, churches, branch libraries, community centers, and colleges should take cues from the materials, massing, scale, and style of other iconic institutions in the area, such as the Historic Collierville High School and the Methodist Church on the Square. They should consider using multi-level buildings to create a compact and efficient campus.
- Within certain Special Areas that are appropriate for Traditional Neighborhoods, a parking structure may be appropriate so long as it does not adversely impact the residential character of the area. Large stand-alone parking structures that are truly geared toward commercial/office uses are prohibited.



Figure 5-42



Figure 5-43

Mixed-Use Activity Center Character Area

The Mixed-Use Activity Center Character Area is intended for areas within Downtown Collierville to provide new and expanded services, employment opportunities and housing adjacent to existing predominantly single family neighborhoods and the Historic Downtown Core. The Mixed-Use Activity Center areas can be found on the south and east sides of the Square, primarily along Center Street and parts of Main Street, North Rowlett Street, and Washington Street.

Some of the properties that comprise the Mixed-Use Activity Centers are within Collierville's Local Historic District or in the National Register Historic District, and contribute to the finite mass of historic resources surrounding the Downtown Core area. Conversely, many properties are not designated by either of the historic designations and are expected to be developed or dramatically redeveloped in a traditional way because they:

- promote the efficient use of established infrastructure, the efficient use of land, more potential pedestrian opportunities; and
- create the "critical mass" of residents necessary to maintain a vital Downtown Core. Being mostly within a 5-minute walk of the Square, this Character Area is likely to be a main location for helping the Town to address its New Rooftops Initiative for meeting the Vision as described in Chapter 6.

In most cases this Character Area is located along major corridors coming into the Downtown Core, such as Center Street, Main Street, South Rowlett and Washington Street. Mixed-Use Centers in Downtown Collierville differ from those existing or planned in outlying areas of the Town in several ways. Those outside of Downtown are typically linear in fashion and



Figure 5-44



Figure 5-46



Figure 5-47



Figure 5-45



Figure 5-48

consist of a single row of lots along a roadway, although larger sites or concentrations of uses may exist. Opportunities to alter existing Mixed-Use Centers beyond a site-by-site approach will typically require the assemblage of multiple parcels and the use of redevelopment tools. The intensity of development in Mixed-Use Centers in Downtown Collierville may also be limited in some areas due to the sensitive nature of the surrounding neighborhoods, infrastructure constraints, and the ability to provide adequate parking.

Future Land Use

Different from the suburban nonresidential connotation for the term mixed-use, in the Downtown context, typical uses are varied within a project, and often within the same building. Typical first-floor uses in Mixed-Use Centers could include retail, specialty stores, personal services, restaurants, groceries, pharmacies, professional offices, and daycare centers.

Appropriate residential uses may include live-work buildings and attached residential (duplexes, townhouses, triplexes, and other multifamily structures). Live-above (vertically integrated) dwelling units on the upper floors above commercial uses can be considered attached residential, as they may take the form of apartments or condominiums.

Detached residential uses may be appropriate on a case-by-case basis, especially as transitions to existing neighborhoods, but caution should be exercised in Mixed-Use Activity Centers to not underutilize development potential with low density development forms.

Open Space

Open space will be minimal given the traditional building forms these areas will be expected to take over time. Historic landscape patterns provide a major part of Collierville's small town



Figure 5-49



Figure 5-50



Figure 5-51

identity and provide important connections to its rural past. Development within this Character Area should emulate this landscape character in new streetscapes, greens and/or plazas as has been done on the Historic Square.

During future anticipated redevelopment, a large linear Greenbelt or GreenStreet should be provided pursuant to the Green Corridors/Infrastructure Map running east to west associated with stream restoration and aesthetic enhancement while providing increased flood storage capacity. This new linear greenspace should have a public edge that is physically and visually accessible to the public. The purpose is to provide improved stormwater conveyance, connect the downtown to the Nonconnah Greenway, and to create points along the way for passive recreation, small informal gatherings, environmental education opportunities and scenic vistas.

In Mixed-Use Activity Centers, streetscapes are part of the public realm, and should be adequately sized for heavy pedestrian activity, and include street trees, wayfinding signage, pedestrian scale lighting, opportunities for outdoor dining, and street furniture (see also Chapters 3 and 6 for recommendations on streetscapes).

With private development and redevelopment, courtyards, small greens and plazas can provide additional open space within the traditionally-formed built environment. These areas may be under common ownership.

Such private “formal” open spaces should be highly accessible and visible and in a prominent location that encourages continued active use. Linear park systems along drainage ways containing greenbelt linkages, amenity areas, and additional storm water capacity should be considered when private development occurs.

Development Form

Within Downtown Collierville, the most compact and dense development should be allowed in the Mixed-Use Activity Centers. With the exception of buildings with architectural features like lanterns and overlooks, buildings are encouraged to be at a scale not to exceed 3 stories; however, taller buildings may be permitted on a case-by-case basis. The most appropriate location for taller structures (3-4 stories) and high density development is the “fourth side of the square,” along Main Street and Center Street south of the railroad tracks, and in remote locations that are not immediately adjacent to existing detached residential neighborhoods, like on the south side of Washington Street.

The following guidelines will apply to the review of development within Mixed-Use Activity Centers:

- Mixed-Use Activity Centers should be designed according to the Traditional Design Principles as described in Chapter 6.

Mixing Uses

- A mixture of uses is encouraged, not just within larger developments, but also on individual parcels and within individual buildings.
- Where appropriate within the established neighborhood context, high-activity uses such as retail are encouraged on the first floor, with uses such as offices and residential encouraged on upper floors. Typically, this pattern of development should be limited to larger parcels or groups of parcels at key intersections or other roads specifically identified in the Special Areas as being desirable for a higher level of intensity. Office uses on the ground floor should be kept to a minimum, and ideally offices should be located mid-block or in spaces built for the flexibility of being adaptively re-used as retail space at some point in the future.



Figure 5-52



Figure 5-53



Figure 5-54

Architecture

- Buildings should be designed to respect the street context, to form street walls where appropriate and to provide transitions in height to adjacent neighborhoods of lesser intensity.
- Buildings and sites should be designed to emphasize pedestrian scale, with human-scale architecture and landscaping. Avoid large featureless buildings, and monotonous or franchise-style architecture.
- 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, with storefront architecture wrapping the building if it is located on a street corner.
- All sides of a building open to view by the public and adjoining neighborhoods should display a similar level of architectural quality. Walls should be subdivided and proportioned in a traditional pattern emulating the character of the best examples of late 19th century architecture and using features such as windows, entrances, arcades, awnings or similar features.
- Buildings should have well-defined rooflines with attention to architectural detail with copulas and overlooks encouraged.
- Building materials should be limited to brick, cultured stone, fiberglass, fiber cement siding, masonry, stucco, wood, wood shingles, wood siding or similar materials. Other materials may be appropriate on a case-by-case basis.
- The location of service areas and mechanical equipment should be considered as part of the overall site design and located in well-screened areas either as part of the architecture or in the rear of buildings.

Parking

- Parking to support forms such as Mixed-Use Activity Centers is complex, and warrants further study (see Chapter 4 overview of parking and Next Steps in Chapter 6). Adequate parking should be provided, but excessive parking is discouraged. Uses are encouraged to share parking.
- Adequate parking provisions should be made for residents in the area.
- Parallel on-street parking is encouraged; angled parking is allowed on certain streets (see the Recommended Block Pattern, (see Figure 3-20).
- Development may be supported by surface or structured parking located to the side or rear of buildings which address the street.
- Parking lots at street intersections are inappropriate within Mixed-Use Activity Centers as it disrupts both pedestrian movements and the visual and economic significance that street intersections have in creating vibrant mixed use areas.
- The visual impact of parking should be minimized through the use of interior landscaped islands and through dividing parking spaces into groupings. Ideally, parking should be hidden from the street by being to the rear of buildings and internal to blocks.
- Larger parking areas should be landscaped to screen surrounding neighborhoods from them. Large expanses of paved areas must be avoided.
- The edges of parking lots should be screened through landscaping or other methods, such as decorative fences that are appropriate in character.
- Of all places within the downtown area, structured parking is most likely to occur in Mixed-Use Activity Centers. Structured parking, if



Figure 5-55



Figure 5-56

provided, must incorporate active ground floor uses and landscape and/or architectural features to shield the appearance of parking from public view. Liner buildings are expected to screen structured parking from view along the streetscape. Structured parking may be allowed on the outside of the block if it maintains an active ground floor with usable storefronts and upper floor façade and cornice treatments. Facades throughout Mixed-Use Activity Centers should be historically detailed, and include features such as inviting storefronts, appropriate signage, awnings or canopies at entrances, and architectural lighting. Fenestration for second floor uses should be based on historic architectural patterns; façade treatments should emulate the character of the best examples of late 19th century architecture.

Vehicular Access and Mobility

- Streets and driveways should be designed to be compatible with pedestrian ways to encourage a pedestrian-friendly environment. Specifically, the width of internal streets should be sensitive to pedestrians and minimized to avoid overwhelming the pedestrian scale.
- When multiple sites are assembled, driveways and alleys should be consolidated when possible to minimize curb cuts along the street frontage. Common or shared access points are encouraged.
- Circulation systems should be designed to accommodate vehicular traffic flow yet discourage speeds and volumes that impede pedestrian activity and safety.
- Common or shared delivery and service access should be provided between adjacent parcels or buildings and to the rear of buildings to the maximum extent feasible.

Streetscapes and Pedestrian Mobility

- Larger sites should be broken up into a series of smaller “blocks” where possible.
- 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 (see also Figure 3-20).
- Continuous sidewalks or other pedestrian facilities should be provided between the primary entrances to buildings, to parking areas that serve the buildings, and to 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.
- A streetscape plan should address the relationship between vehicular and pedestrian traffic, pedestrian facilities, street and sidewalk lighting, landscaping, street furniture, etc.
- Adequately-sized sidewalks should be provided to allow unobstructed pedestrian circulation free of street furniture, outdoor dining, trees, and lighting poles. Five feet or more of unobstructed clearance is the ideal.

Other Important Details

- Service areas and mechanical equipment should be screened from public view.
- Site furnishings, such as benches, bike racks, lighting fixtures, seating, trash receptacles, tree grates, transit stops should be addressed in the streetscape plan.
- A master sign plan should be prepared illustrating the location, materials, size and type of all signage appropriate to the Character Area.



Figure 5-57
Collierville Example



Figure 5-59
Collierville Example



Figure 5-58



Figure 5-60



Figure 5-61
Collierville Example

Village Retail Activity Center Character Area

Character

Village Retail Activity Centers, most often located at the “Gates” to Downtown Collierville, flank the main entry points to the Downtown Core to its south (Center Street, Sycamore Street) and abut the historic neighborhoods to the east and west (Poplar Avenue). As part of the Visual Cues Initiative (see Chapter 6), the community desires to improve upon the established character and scale of these areas, which represent important corridors leading into the historic Downtown Core, Traditional Neighborhoods, and Mixed-Use Activity Centers.

Land Use

The area is currently underutilized in terms of development potential. Existing commercial uses are anticipated to redevelop in the future. Commercial uses, along with civic and institutional uses, are to be concentrated in this area to promote a vibrant downtown core while protecting the residential character of the surrounding area. Commercial retail uses and personal services, when at a neighborhood scale, are intended to serve surrounding neighborhoods within a radius of one to three miles. Such uses are sometimes located in stand-alone buildings or in small commercial centers and may include convenience stores, drug stores, restaurants, small clothing stores, small grocery stores, specialty shops, and offices.

Appropriate residential uses may include live-work buildings and attached residential (duplexes, townhouses, triplexes, and other multifamily structures). Live-above (vertically integrated) dwelling units on the upper floors above commercial uses are encouraged and can be considered attached residential, as they may take the form of apartments or condominiums.



Figure 5-62



Figure 5-63



Figure 5-64

Connectivity

At a minimum, the existing interconnected street network should remain; however, pedestrian connectivity needs enhancement for all streets. Additional street interconnectivity is needed along Poplar Avenue, Highway 72, and North and South Rowlett to better integrate the site with the existing street network and residential populations within the neighborhoods surrounding the Historic Square.

Open Space

Open space will be minimal compared to conventional suburban developments given the desire for increased compactness and pedestrian focus. The most visible forms of future open space in Village Retail Activity Centers will be private improvements to public streetscapes, landscaping surrounding buildings and parking lots, and private streetscape along private drives. Such improvements may include trees, shrubs, hardscape, lighting, and furniture (including opportunities for outdoor dining). Also, in private development, small but well landscaped greens or outdoor plaza spaces should be common. Such private “formal” open spaces should be highly accessible and visible and in a prominent location that encourages continued active use.

Development Form

Either traditional standards or the conventional Collierville Design Guidelines may apply, which will provide the flexibility to encourage redevelopment on these sites. At points, Village Retail Activity Centers will resemble the Mixed-Use Activity Centers, but be less dense and more “nodal” in form. Buildings will likely be seen at a scale of 1 or 2 stories; however, taller buildings may be appropriate on a case-by-case basis and depending on the policies of the Special Areas.

The Village Retail areas, at build-out, will provide a sense of arrival and their traditionally-inspired designs will be important visual cues that the driver is leaving a suburban auto-oriented environment and that the Historic Square is nearby (see Visual Cues Initiative and the “Gate” concept described in Chapter 6).

Because of its location away from the walkable Heart of Downtown, single-site, freestanding commercial buildings oriented to automobile users may be common in Village Retail Activity Centers, and consequently it may have a more suburban form than other parts of the Study Area. Regardless of use, Village Retail Activity Centers should be designed as follows.

- Buildings should be oriented toward the public streets, and possibly toward streets/internal driveways designed to include elements of and resemble streets.
- Entrances to buildings will be located on facades that address the street. Buildings may have secondary entrances from rear parking lots or internal driveways designed to include elements of and resemble streets.
- A system of blocks should be the organizing element for larger redevelopments. Blocks ensure a walkable and connected street network and will facilitate orderly phasing of development and redevelopment.
- Buildings should have a storefront character.
- Buildings at a scale of greater than 2 stories are appropriate on a case-by-case basis. Functional 2 to 3 stories are encouraged over faux treatments that mimic traditional forms; however, store heights mimicking multiple stories may be appropriate based on the proposed use.
- Parking, vehicular use areas and service areas (i.e., loading) should generally be located behind buildings; however, this may not be practical given the shape of some lots or on-street parking being unlikely (e.g. Hwy 72).



Figure 5-65



Figure 5-66

Off-street parking beside buildings or between the building and the street may be permitted on a case-by-case basis if screened via contextually-designed fences and/or walls.

- Many of the properties designated as Village Retail Activity Centers are adjacent to or near existing single family residential uses. Compact but adequate buffering in the form of tree hedges, fences, and/or walls should be provided to transition between uses and mitigate adverse impacts.



Figure 5-67



Figure 5-68



Figure 5-69

Conventional Suburban Neighborhoods Character Area

The Conventional Suburban Neighborhoods Character Area consists of typical residential subdivisions that were built in Collierville over the past thirty years. While this type of neighborhood is much less prevalent nearer to the Historic Square than in outlying areas of the Town, they can be found within a 10 or 15 minute walk of the Square. Examples include areas like Carrolton Cove, Allison Heights, and Friendship Cove.

These neighborhoods generally consist of detached housing on lots with front, rear and side yards. Conventional Suburban Neighborhoods are usually single-use developments and do not typically include business, institutional or other non-single-family uses; however, institutional uses like churches sometimes can be found.

They may include either passive or active open-space uses, but these are rare and not usually connected from one subdivision to another. Sometimes they may also include attached housing, which occurs in multifamily complexes, but this is typically not the case in Downtown Collierville.

The street pattern is usually curvilinear with numerous cul-de-sacs or "coves". While these development concepts are common with new residential development, especially in new developments away from the Historic Square, it can create unconnected and isolated "pods" of development, encourage an over-reliance on the automobile, fail to create usable open space and not allow a sufficient number of ingress-egress alternatives. Often homes are "front loaded," which means a garage, carport, or parking pad at the front of the home. Pedestrian facilities, particularly between subdivisions,



Figure 5-70



Figure 5-71
Collierville Example



Figure 5-72
Collierville Example



Figure 5-73
Collierville Example

are piecemeal and often uninviting to pedestrians, or nonexistent.

Most of Downtown Collierville's Conventional Suburban Neighborhoods are built out, and should be maintained through consistent code enforcement. Should remaining portions of the original subdivision remain available for development, it is recommended that development be completed with the same pattern and character, while making incremental improvements to better integrate distinct neighborhoods with each other and other areas of Downtown Collierville. The following are guidelines for new development in the Conventional Suburban Neighborhoods Character Area:

- High-quality design will be encouraged through continued implementation of the Design Guidelines and Zoning Ordinance, particularly for streetscape landscaping, foundation landscaping, screening of parking, buffering of residential areas, and adequate parking.
- When a new garage or garage expansion is added to an existing home, the face of the garage closest to the public street should be set back a minimum of ten feet from the front of the existing home.
- Conventional Suburban Neighborhoods should emphasize more connectivity between subdivisions, while avoiding the creation of isolated islands of development.
- More street connections should be encouraged in residential subdivision design. Rather than focusing traffic on a few collector streets or arterials—which tends to create bottlenecks of congestion—more through streets should be encouraged to better disperse traffic and to reduce its isolated impacts at certain points.
- When new development occurs, it should be designed around and connected to any open-space corridors or networks and follow the open space recommendations for Traditional

Neighborhoods.

- Pedestrian facilities should be included in all new developments, unless circumstances make this unrealistic. The Town should work with developers to create plans and standards for pedestrian systems to tie subdivisions together or into the greenbelt system. In particular, improved connections between key destination areas should be developed, such as between residential and commercial areas, and between residential areas, parks and schools.



Figure 5-74
Collierville Example



Figure 5-75
Collierville Example



Figure 5-76
Collierville Example

Technology-Light Industry Activity Center Character Area

Technology-Light Industry Activity Centers include research facilities, 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.

- Like commercial areas, uses, sites, and structures within the Technology-Light Industry Character Area 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).
- Outdoor activities, such as storage, loading, and parking of vehicles associated with the operation should be screened from view from the public realm (public streets) and residential uses.
- The streetscape along perimeter roads should contain adequate sidewalks and street trees.

It is anticipated that there may come a day when the Technology-Light Industry Activity Centers may be viable for redevelopment to

other uses, and reclassification to a different Character Area, such as the Mixed-Use Activity or Traditional Neighborhoods Character Area. Such study and policy development for these areas is not recommended at this time, and should be studied in the future only if other industrial properties in Downtown, such as those on Main Street, are redeveloped, and there appears to be clear demand for an expansion of the Mixed-Use Activity Character Area.

D. Role of Special Areas

Particular parcels, assemblages of parcels or larger areas are subject to more specific policies and recommendations due to their unique circumstances. These circumstances may require that the policies be more specific to ensure development or redevelopment occurring in subareas, or “special areas”, of Downtown Collierville is sensitive to those circumstances. Therefore, additional specifications are provided for all Special Areas, which are graphically shown on the map to the right and on most maps in the Plan. The Special Areas vary in size (see table below).

In this section are specifications for each of the recommended Special Areas that correspond with the map. The ultimate purpose of defining the Special Areas is to ensure that future infill and redevelopment preserve the defining features that contribute most to Downtown Collierville’s unique character.

The Special Areas also support the Traditional Design Principles Initiative and a new form-based regulatory structure proposed in the next steps in Chapter 6. These Special Areas could provide a basis for specific regulations that would apply only in those Special Areas. The Special Areas could be incorporated into the Collierville Zoning Ordinance or Design Guidelines in the form of an overlay, customized bulk regulations, or base districts that will set forth standards that are consistent with the recommendations noted in this section, as much of the study area is outside the Historic District.

For those properties that are within the Historic District, these policies are further reinforced by the Historic District Design Guidelines to provide more specific direction for protecting the appearance, character, and setting of historic properties within the local Historic District.

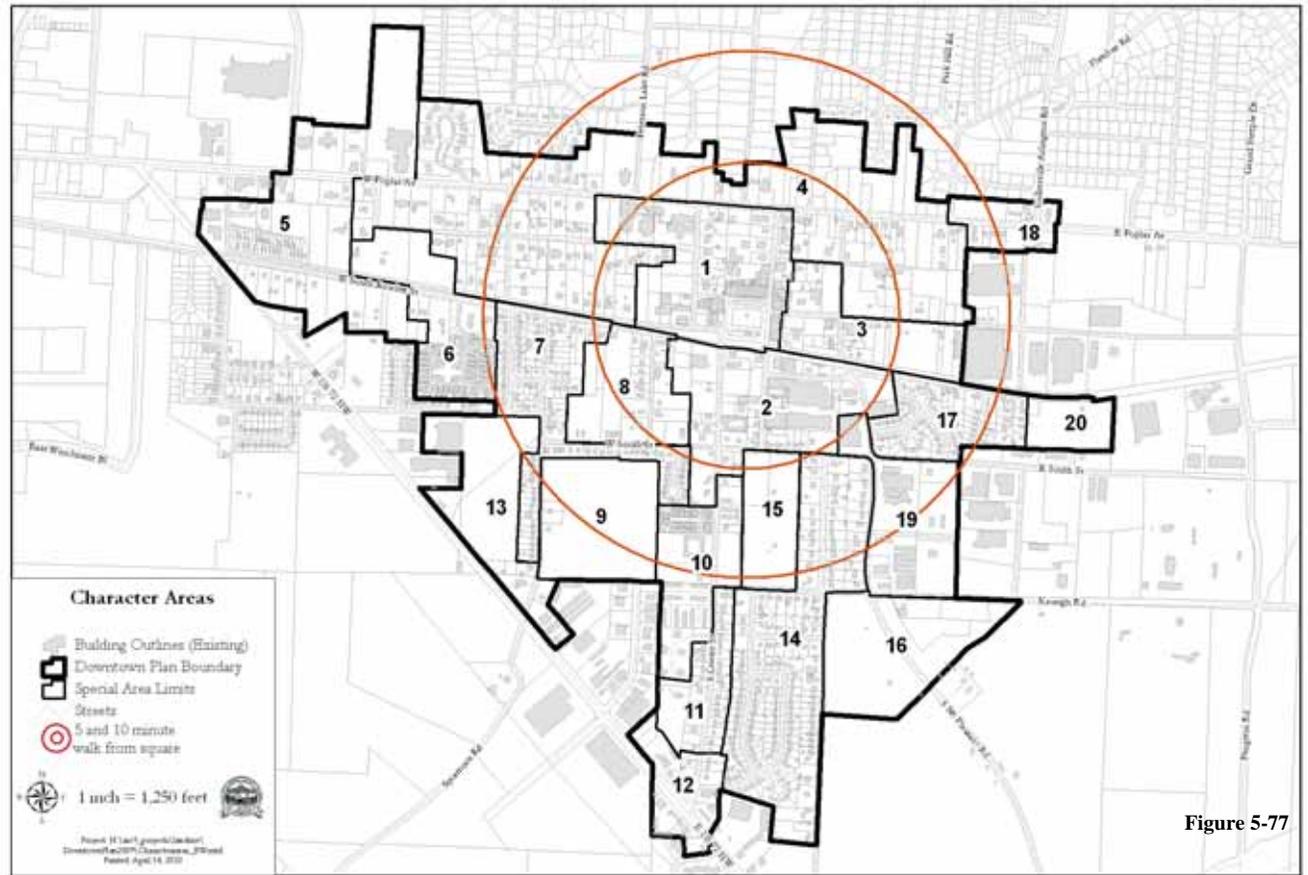


Figure 5-77

Special Area	1	2	3	4	5	6	7	8	9	10
Acres	48.09	45.36	25.15	156.37	69.45	28.88	35.67	24.72	30.83	25.58

Special Area	11	12	13	14	15	16	17	18	19	20
Acres	16.27	15.68	31.52	67.7	16.78	35.71	22.21	10.89	28.96	9.78



Special Area # 1

Comprised of 48.09 acres, the gray shaded area on the map to the left is Special Area 1. It is north of the railroad tracks and contains the Historic Town Square park, the railcars on display, Collierville Middle School and the historic Collierville High School Building, and the Town's Police and Court complex. It includes parts of Main Street, Walnut Street, North Center Street, Mulberry Street, and East North Rowlett Street.

- The Town Square park is the geographic and cultural center to the Heart of the Downtown and its Surrounding Neighborhoods, and should be retained as a public park and a place for community celebrations and events. Tom Brooks Park provides a similar function for the western part of the Study Area. Through the Greenstreet system, they both should be connected to other Town Parks and the Greenbelt system (see also Chapter 3 and Figure 5-17).
- All of Special Area 1 is within the local Historic District Overlay. Consequently, historic preservation efforts are administered by the Historic District Commission through its adopted guidelines. New buildings and exterior alterations, which include additions and new upper floors, are only appropriate when done according to the Historic District Guidelines to obtain a Certificate of Appropriateness. Collierville's collection of historic buildings is limited, and demolition/relocation of historic structures should be rare and well justified.
- Appropriate uses include retail, office, institutional, and mixed use building types. Accessory dwellings are also appropriate where they can be accommodated. Attached dwellings are appropriate in this area in limited space available for new construction or redevelopment.

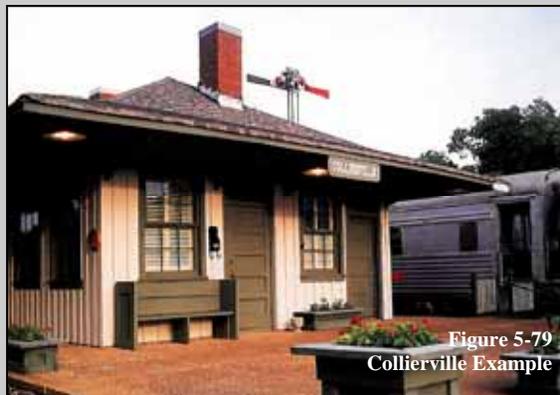




Figure 5-81
Collierville Example



Figure 5-83
Collierville Example



Figure 5-82
Collierville Example



Figure 5-84
Collierville Example



Figure 5-85
Collierville Example

ment, such as behind the north side of the Square.

- The existing railcars adjacent to the Town Square should be reconfigured to open up views of the south side of the Square, make a fourth/southern side of the Square more economically viable, and to further the goals of the Live, Work, Play Initiative described in Chapter 6.
- The surface parking lot at the northeast corner of Walnut Street and North Rowlett currently provides important parking needs to the Square area in the short term, but should eventually become the home for a contextually designed structure that brings additional residential dwellings or nonresidential building square footage to downtown.
- The Town's recently-renovated and reconstructed Police Headquarters and Court Facility are within this area and not anticipated to change in the foreseeable future. The area around this facility may be appropriate for a parking structure, but this may be predicated on the existing building on that block, and their uses, being made smaller or relocated to another site.
- The Town's surface parking lot on Walnut Street adjacent to Tom Brooks Park currently provides much-needed public parking for court, businesses, and events, and this parking lot should be retained in the inventory of parking for Downtown uses until either structured parking is provided downtown or the lost surface spaces are rebuilt somewhere else.
- The area behind the buildings on the north side of the Square is appropriate for Attached Residential Uses pursuant to the applicable Character Area policies, and could be better served by the extension of Natchez Street to the west (see Chapter 6). Also in this area it



Figure 5-89
Collierville Example

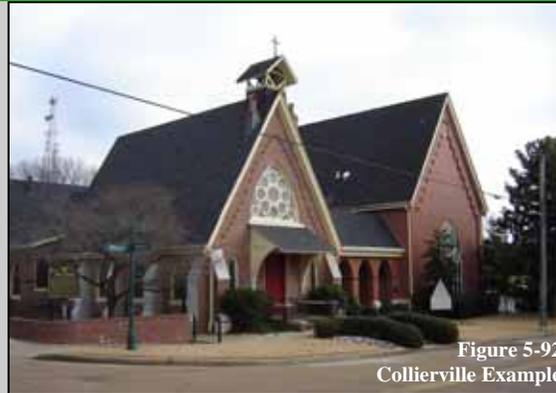


Figure 5-92
Collierville Example



Figure 5-90
Collierville Example



Figure 5-93
Collierville Example



Figure 5-91
Collierville Example



Figure 5-94
Collierville Example

ate future uses include continued use as a Middle School; however, at the time this Small Area Plan for Downtown was created, the Poplar Avenue location was openly being discussed for change, and the Steering Committee considered it appropriate for this Plan to address the possibility for change through flexible language that speaks directly to the vision of the Plan, which is that Downtown Collierville be both a destination and the center of a living and vibrant neighborhood. If the school is rebuilt at this site:

- the portion of the campus that was originally the historic Collierville High School, which dates back to 1905, should be preserved and rehabilitated; and
 - the design of the new school facility should be consistent with the policies of the Traditional Neighborhoods Character Area, and Shelby County Schools should consider building a multi-story building to create a compact campus at a similar scale to the historic building.
- If the Middle School is relocated to another site, other appropriate uses of the existing site at Poplar Avenue include the following:
- Adaptive Reuse of the historic Collierville High Building to new uses, such as a University of Memphis Satellite Campus, YMCA, or similar use with an education or cultural draw, as it would keep the location as a primary downtown destination consistent with the Destination Initiative described in Chapter 6.
 - Surface parking should generally be located to the north of the building and heavily screened from Poplar Avenue. If the newer addition was removed from the historic building, the remaining space would be ideal for such a parking area if well screened by landscaping and the changes



Figure 5-95



Figure 5-96
SPECIAL AREA 1
build-out scenario A

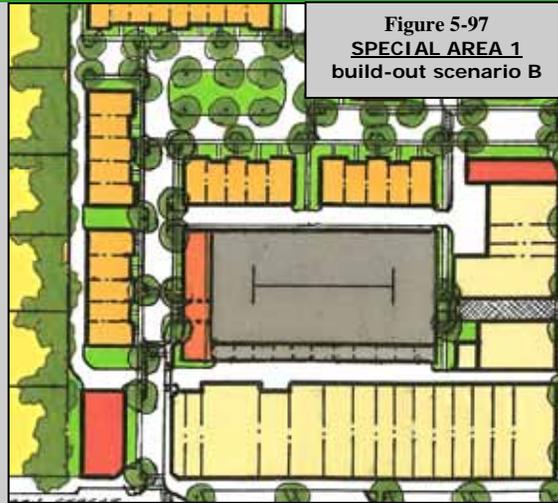


Figure 5-97
SPECIAL AREA 1
build-out scenario B



Figure 5-98
SPECIAL AREA 1
build-out scenario



Figure 5-99



Figure 5-100
SPECIAL AREA 1
build-out scenario

in topography.

- The western portion of the site could be redeveloped as detached or attached dwellings consistent with the policies of the Traditional Neighborhoods Character Area. Low-scale office or retail uses may also be appropriate on a limited scale if access is made to Peterson Lake. Any surface parking created for such use should be heavily screened from public streets and the adjacent residential neighborhoods.
- Special Area 1 area should retain its gridded and interconnected road network similar to that shown on the Recommended Block Pattern (Figure 3-20). Perhaps one of the most critical block recommendation for Special Area 1 is to extend Natchez Street to the west, which will serve to further divide one of the largest blocks within a five minute

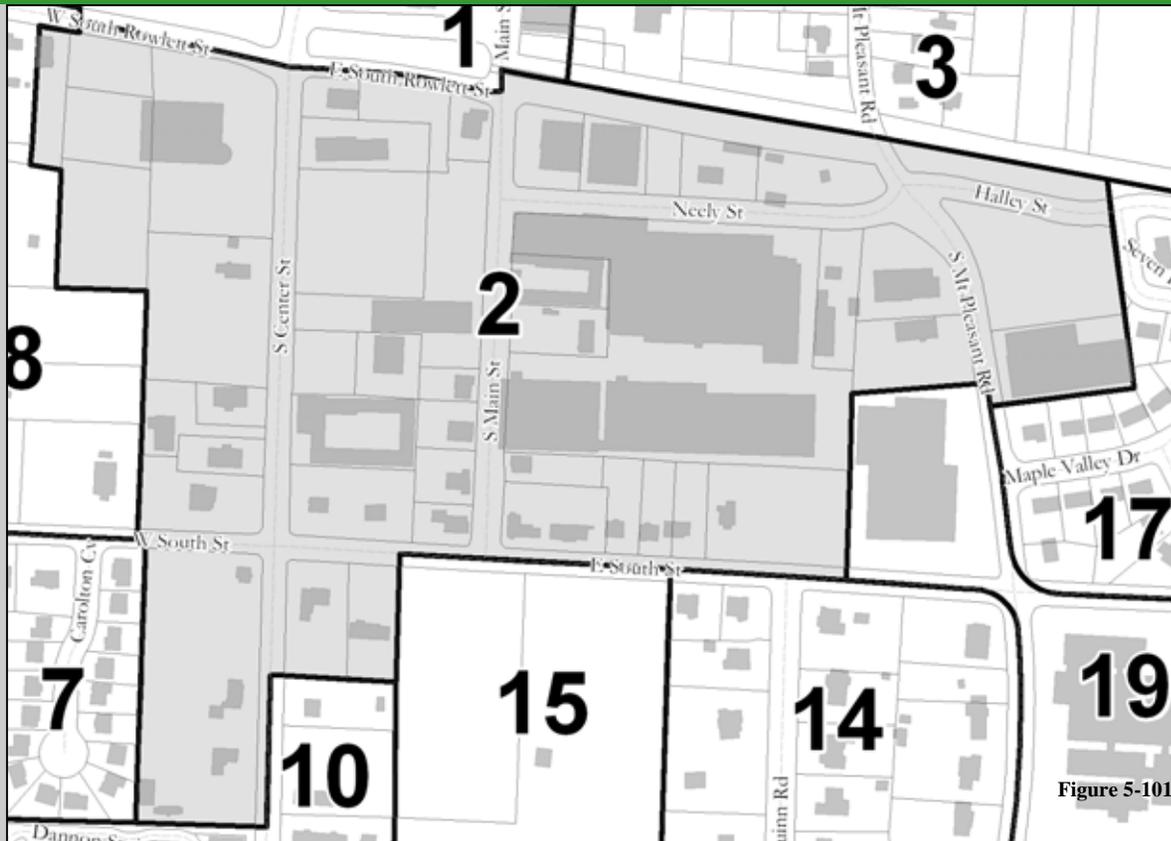


Figure 5-101

Special Area # 2

Comprised of 45.36 acres, the gray shaded area on the map to the left is Special Area 2. It is south of the railroad tracks and Town Square and its limits include the post office. Special Area 2 includes South Main Street, East South Rowlett, and portions of South Center Street.

- This area is almost completely built out with retail, light industrial, office, and institutional uses. Most of these uses are viable businesses that contribute to Collierville’s employment and economic base. Businesses such as Russell’s Feed Store, Gus’ Fried Chicken, and the post office are hallmarks of the local economy, and are evidence that the commercial areas around the square are already “the heart of a living and vibrant neighborhood” as described in the vision for the Downtown Collierville.
- Much of Special Area 2 is within the local Historic District Overlay and consequently historic preservation efforts are administered by the Historic District Commission through its adopted guidelines. New buildings and exterior alterations, which include additions and new upper floors, are only appropriate when done according to the Historic District Guidelines to obtain a Certificate of Appropriateness. Collierville’s collection of historic buildings is limited, and demolition/relocation of historic structures should be rare and well justified.
- It is anticipated that this area should become the “fourth side” of the Square as part of the Live, Work, Play Initiative and home to new residents as part of the New Rooftops Initiative planned for Downtown (see also Chapter 6). To allow for this, it is expected that, either incrementally or in large assemblages, mixed use development should occur in this area, pursuant to the Mixed Use Activity Center policies. In the event of such land use changes:



Figure 5-102



Figure 5-103



CENTER STREET BEFORE
View looking North towards
the Square from Center/
South intersection Figure 5-104



CENTER STREET AFTER
View looking North towards
the Square from Center/
South intersection Figure 5-105



Figure 5-106



Figure 5-107



Figure 5-108
Collierville Example



Figure 5-109

- care should be given to find the existing businesses new corporate homes within Collierville, using incentives where appropriate; and
- it is imperative that the first floor uses at the intersection of public streets be retail or office for successful completion of the “fourth side of the Square,” as this will allow the corners of Downtown to be active with retail destination uses after normal business hours.
- First-floor uses along Center Street and Main Street should also be retail or office, but it is acknowledged that Attached Residential Uses may be appropriate, especially farther to the south or in the middle of blocks. A recommended technique to allow for this important block to change over time to be consistent with the Live, Work, Play Initiative described in Chapter 6 is for first-generation first floor space to be a residential use initially, but the construction techniques would allow for easy conversion to nonresidential uses.
- This area should develop with a gridded and interconnected road network similar to that shown on the Recommended Block Pattern (Figure 3-20). For example, there are many east/west roads needed to create smaller and more walkable block sizes. Also, many of the roads in the area are in need of streetscape enhancements to make the areas more walkable, as well as more conducive to redevelopment and infill (see priority projects listed in Chapter 6).
- Property in this area is likely to be impacted by future stormwater management projects for the downtown area to correct stormwater drainage problems. It is anticipated that this

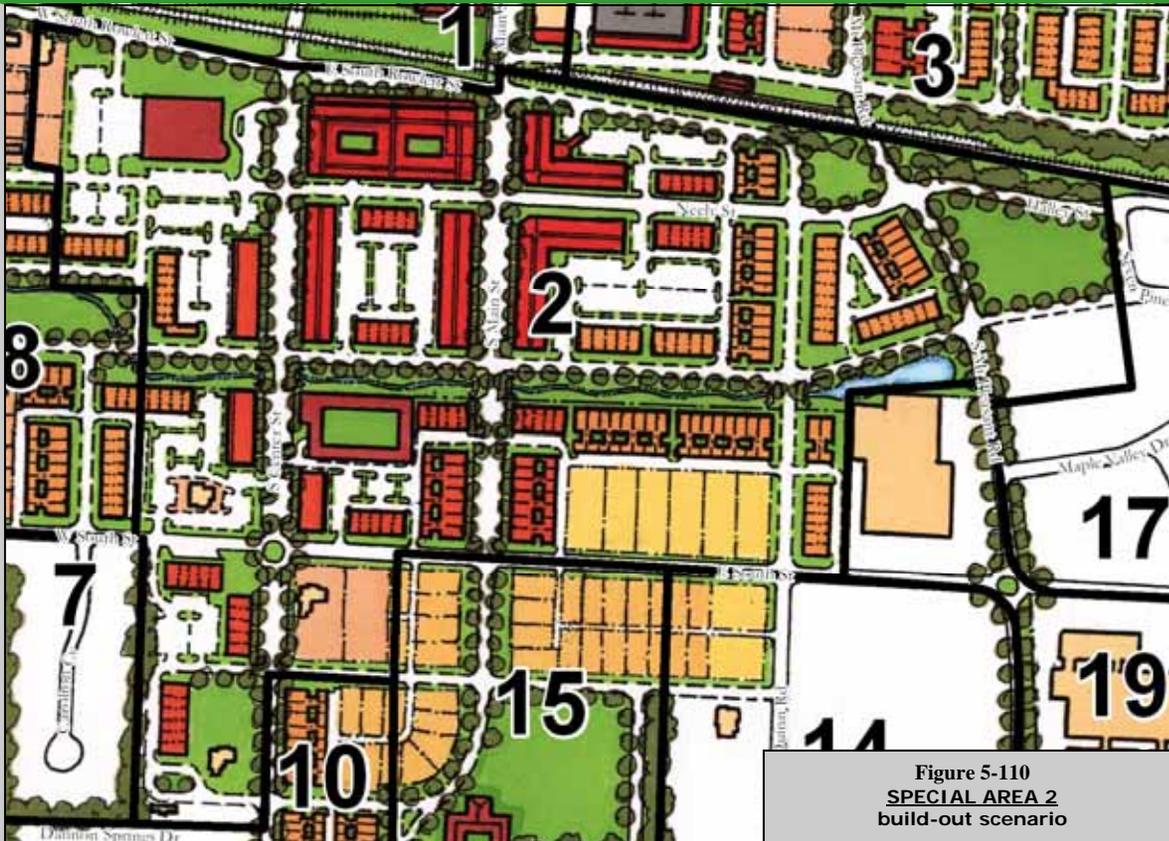


Figure 5-110
SPECIAL AREA 2
 build-out scenario

improved stormwater conveyance should be used as an amenity and catalyst to development (see Figure 5-17 and Chapters 3 and 6). Development should orient towards the new stormwater conveyance. Any development plans for property in this area should plan for these important open spaces.

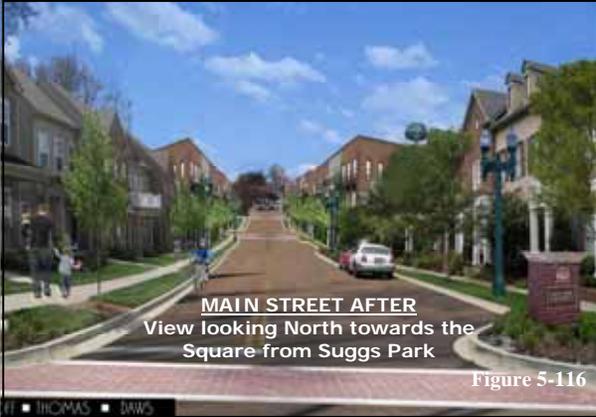
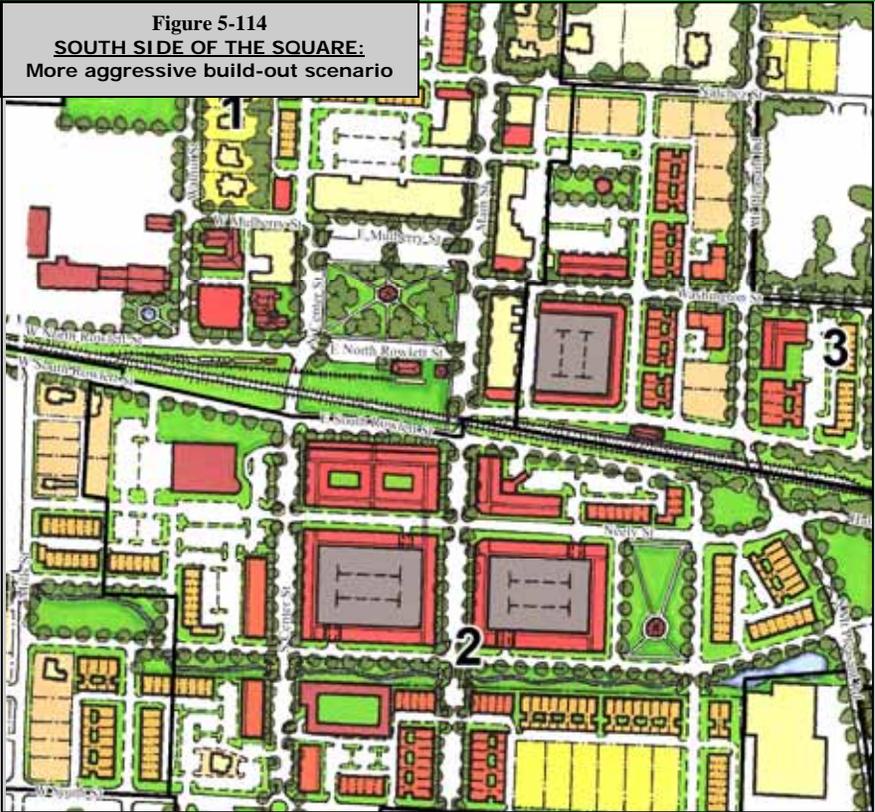
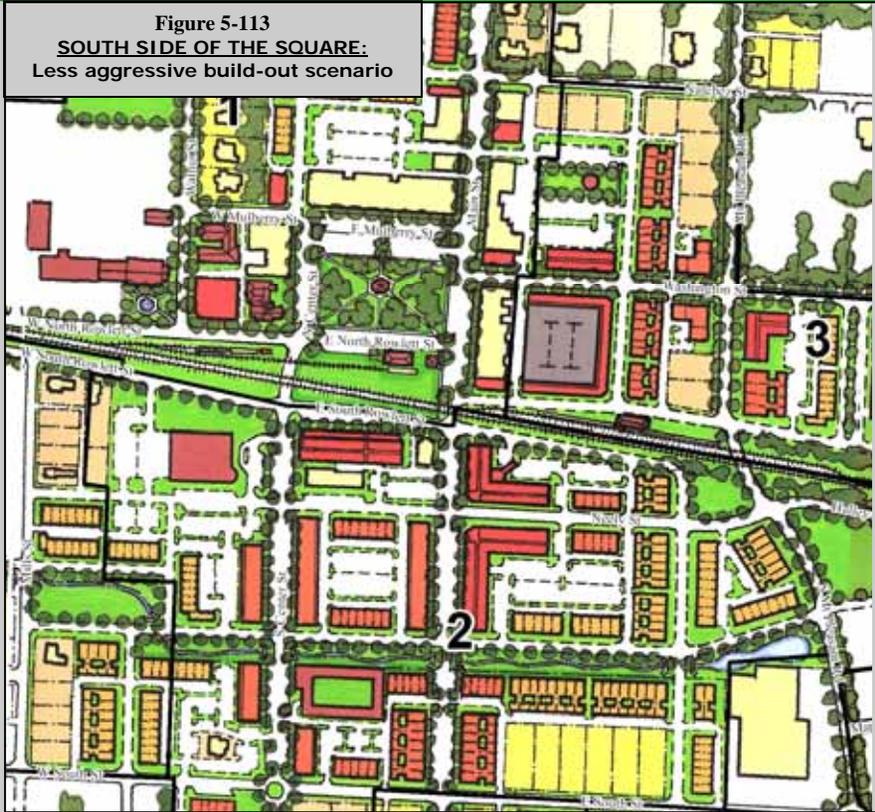
- The area south and east of the intersection of Center and South Street is appropriate for land uses pursuant to the Mixed Use Activity Character area, but at a scale that helps to transition from the intensity nearest the railroad tracks to the residential neighborhoods to the south and southwest.
- Stand-alone hotels are appropriate in Special Area 2 and can provide a boost to the economic viability of the downtown.
- Through the application of Adaptive Reuse techniques (see Chapter 6), several existing structures, such as the old lumber shed on Center Street may have new life and can be retained to preserve the rich architectural and cultural history of Collierville. Successful examples of Adaptive Reuse in this area is the existing Café Piazza located at the corner of Main Street and South Rowlett, as well as Gus' Fried Chicken at Center Street and South Street, which are both expected to remain as this area redevelops.



Figure 5-111



Figure 5-112



Possible location of a future parking structure on Washington St behind east side of Square to be built with TIF funds

Non-Town railcars moved to open views of a new "4th side" to Square

Possible transit stop adjacent to new parking garage

Mixed use infill and "new rooftops" along Main Street over time to replace industrial character

New east/west greenbelt and stormwater improvements



Figure 5-118
SOUTH SIDE OF THE RAILROAD
build-out scenario

North/south "new gateway" street (and possible rail crossing) to provide better access to Downtown from/to the south

New mixed use buildings to create a "4th side" to Square

Traditional Neighborhood Infill and Redevelopment between South Rowlett and South Street

New streets create smaller and more walkable block patterns

New east/west greenbelt, which also could provide stormwater improvements, surrounded by "new rooftops"



Special Area # 3

Comprised of 25.15 acres, the gray shaded area on the map to the left is Special Area 3. It is to the east of the Historic Square and north of the railroad tracks. It contains portions of Washington Street and Mount Pleasant Road.

- Mixed use development forms pursuant to the Mixed-Use Activity Center Character Area are appropriate along Washington Street and along Mt. Pleasant Road, especially nearest the Square and the railroad tracks; however, properties fronting on Natchez Street, Mt. Pleasant Road north of the Washington Street intersection, and most properties south of Washington Street, should provide reductions in scale and intensity near the adjacent residential neighborhoods.
- This area should develop with a gridded and interconnected road network similar to that shown on the Recommended Block Pattern (Figure 3-20).
- Stand-alone hotels are appropriate in Special Area 3 and can provide a boost to the economic viability of the downtown.
- The south side of Washington Street behind the east side of the Square, also known as the Community Services Building and Parking Lot, currently provides important public parking for downtown business and events, and should remain as this use in the short term. The southernmost portion of this site serves as the most ideal temporary public location for the farmers market, although many private site options may also exist in the study area. In the long term, this is an ideal location for a public parking garage. If such a garage is built, office or retail uses should line the outside first floor of the garage to keep the streetscape active and to hide the garage from public view. Furthermore, if surface the parking lot and Community Services Building redevelop, new locations for the Shelby Coun-



WASHINGTON STREET BEFORE
View looking West towards the Square from Washington/Mt. Pleasant intersection. Figure 5-120



WASHINGTON STREET AFTER
View looking West towards the Square from Washington/Mt. Pleasant intersection. Figure 5-121

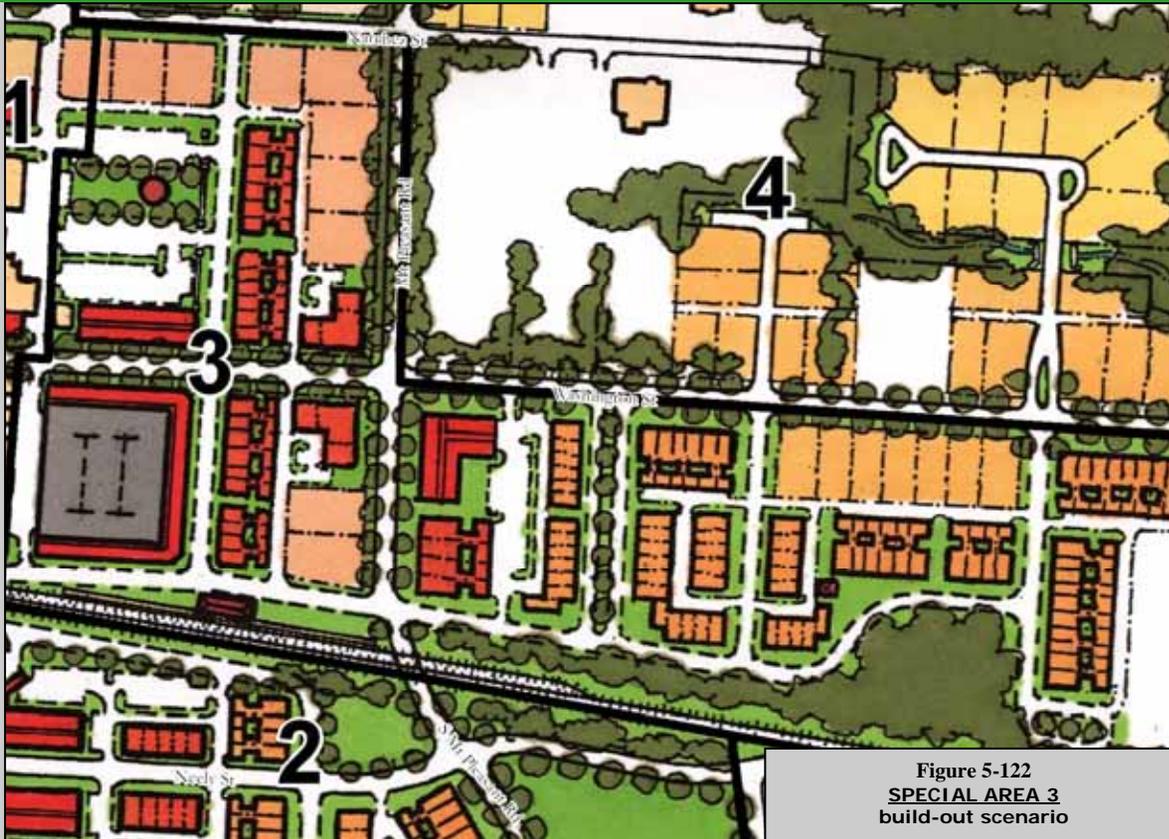


Figure 5-122
SPECIAL AREA 3
 build-out scenario

ty Health Department and the Food Pantry should be found nearby and within the study area, as they provide vital services to neighborhoods within walking distance.

- The south side of the Community Services Building and Parking Lot and north of the railroad tracks, is an ideal location for a new rail spur for the relocated railcars currently adjacent to the depot (see also Chapter 3). This area also may be appropriate in the long term as a platform for regional light rail or an excursion train, as it:
 - Would be adjacent to existing surface parking, and a possible future parking structure, which would allow for park-and-ride scenarios;
 - Includes property that would be needed that is either within, or immediately adjacent to, existing railroad right-of-way.
 - Could take advantage of existing topography changes; and
 - Would be centrally located within a five or ten minute walk of the following, all designed to be walkable and pedestrian friendly:
 - Collierville's Historic Square;
 - the planned new nonresidential uses (hotels, retail, etc) on the south side of the railroad tracks;
 - many of the most compact forms of the proposed "new rooftops" for downtown;
 - Town Square park, which is the geographic and cultural heart of the community, and flanked by many historic and cultural sites (see Chapters 3 and 4); and



Figure 5-123



Figure 5-124



Figure 5-125



Figure 5-126



Figure 5-127



Figure 5-128



Figure 5-129



Figure 5-130

- the Bess Morton Crawford White Church Museum of Collierville History.
- Attached and Detached Residential are appropriate in this area pursuant to the applicable Character Area policies. The dwellings in this area will play a significant part in the New Rooftops Initiative described in Chapter 6. The following should be noted about the appropriateness of attached dwellings in this area.
 - Although Washington Street east of Mt. Pleasant should be faced by Detached Dwellings to mimic Washington Gates and the Twinning of Collier, Attached Dwellings may be appropriate on a case-by-case basis. Attached Dwellings are particularly appropriate closer to the railroad tracks due to the steep topography, and clustered on a central open space. It is appropriate to have taller buildings nearest the railroad track and adjacent to industrial uses.
 - On the west of Mt. Pleasant Road and the south side of Natchez Street, either Detached Dwellings or Attached Dwellings (duplexes, townhouses, live-work, etc), are appropriate. Regardless of use and form, any new development must be designed to compliment nearby historic structures.
 - As development occurs along Mt. Pleasant Road, existing trees should be maintained to the maximum extent practicable. Houses should face Mt. Pleasant Road.
- Institutional uses are also appropriate in this area, but only if contextually designed.
- Accessory dwelling units are appropriate in this area on a case-by-case basis.

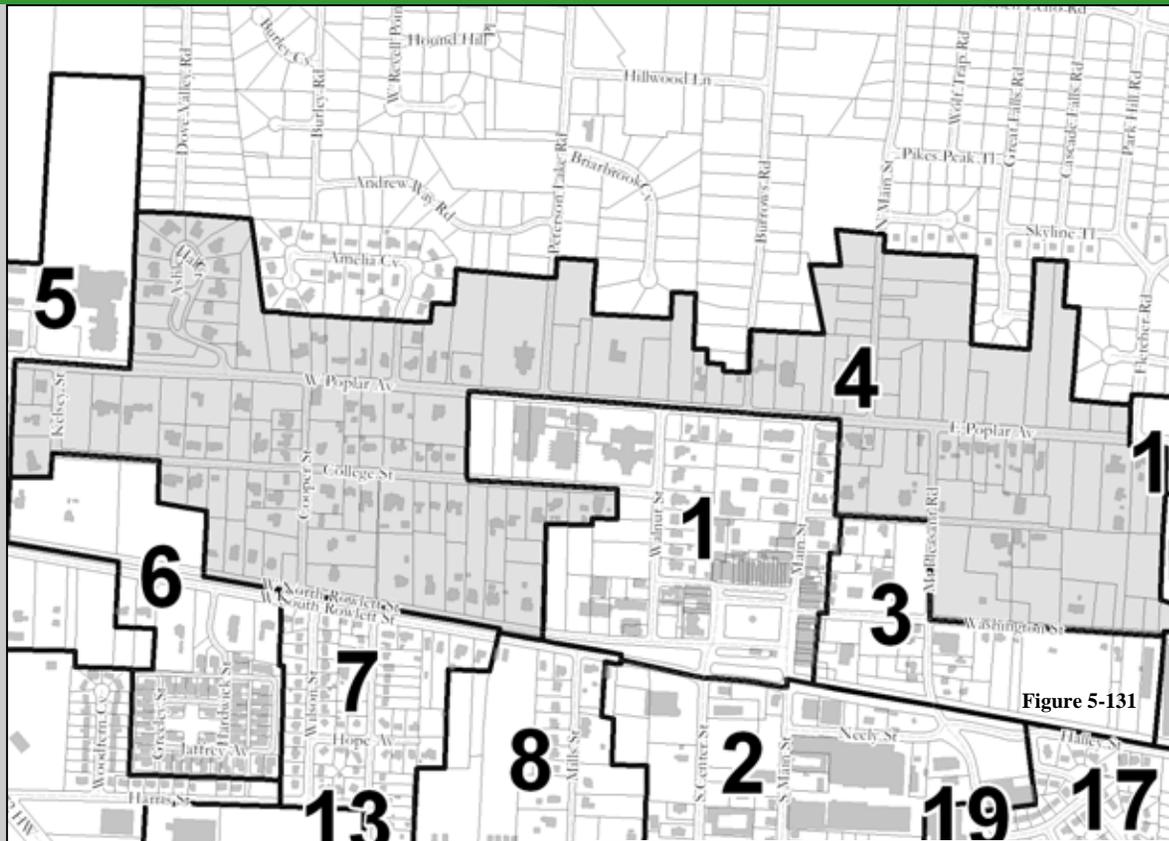


Figure 5-131

Special Area # 4

Comprised of 156.37 acres, the gray shaded area on the map to the left is Special Area 4. It is north of the railroad tracks and Historic Square. Special Area 4 is the largest Special Area in the study. Second only to the Square, it has the greatest concentration of historic resources, and contains the majority of the homes facing Poplar Avenue, Ashley Hall Court, Cooper Street, Kelsey Street, most of College Street, portions of North Main Street, portions of Peterson Lake, portions of Mount Pleasant Road, and portions of Washington Street.

- The character of this area, which is the highly -visible Poplar Avenue corridor that bisects the Historic District, is mostly established and is not expected to significantly change.
- Any new residential development in Special Area 4 will be incremental and sporadic and primarily be in the form of contextually-designed Detached Residential uses, but some exceptions exist.

- Neighborhood Commercial uses at the intersection of Cooper Street and Poplar Avenue are appropriate for continued existence, and possibly even minor expansion pursuant to the policies of the Traditional Neighborhoods Character Area. A small pocket-park connected to the Greenbelt/ Greenstreet system (see Exhibit 5-2) is also appropriate.

- Institutional Uses are common in this area and new Institutional Uses may be appropriate on a case-by-case basis through the Town's established conditional use permit process. Such uses should be designed to reflect the policies of the Traditional Neighborhood Character Area. To remain contextual in scale, architecture, and site design to surrounding neighborhoods,



Figure 5-132



Figure 5-133



Figure 5-134
Collierville Example



Figure 5-137
Collierville Example



Figure 5-135



Figure 5-138
Collierville Example



Figure 5-136



Figure 5-139

institutional uses should take design cues from existing institutional uses such as demonstrated by the existing churches along Poplar in Special Areas 4, 5, and 18.

- Attached dwellings, such as duplexes and townhouses, are appropriate on a case-by-case basis in the following circumstances, but only if they are carefully and contextually designed per the Historic District Guidelines (where applicable) and the policies of the Traditional Neighborhoods Character Area:

- on a case-by-case basis where contiguous to institutional uses, as is the occasional pattern in this area; and
- along Main Street north of Poplar Avenue, as this area is largely established with detached residential uses; however, some attached residential uses exist in the form of duplexes. This is an area where the “open to change” aspect of the New Rooftops Initiative described in Chapter 6 is particularly encouraged. The replacement of existing attached residential structures with attached residential structures more consistent with the Historic District Guidelines and the policies of the Traditional Neighborhoods Character Area is encouraged. New attached residential uses may be appropriate in this area on a case-by-case basis.

- Special Area 4 also includes the north side of Washington Street and the eastern portion of Natchez Street. New traditional neighborhood



Figure 5-140
Collierville Example



Figure 5-143
Collierville Example



Figure 5-141
Collierville Example



Figure 5-144
Collierville Example



Figure 5-142
Collierville Example



Figure 5-145
Collierville Example

forms, Washington Gates and the Twinings of Collier, have emerged in this area and are consistent with the New Rooftops Initiative described in Chapter 6. New development in this area (north of Washington Street) should be in the form of Detached Residential.

- Much of Special Area 4 is within the local Historic District Overlay and consequently historic preservation efforts are administered by the Historic District Commission through its adopted guidelines. New buildings and exterior alternations, which includes additions, are only appropriate when done according to the Historic District Guidelines to obtain a Certificate of Appropriateness. Consideration in this area should especially be given to maintaining the well-established lot width, building setbacks, massing, and scale. Collierville's collection of historic buildings is limited, and demolition/relocation of historic structures should be rare.
- The existing Ashley Hall neighborhood, a more modern, conventional suburban development, is almost built out and is not expected to change. It's central open space should be emulated in new developments in Special Area 4.
- Accessory dwelling units are appropriate in this area on a case-by-case basis.

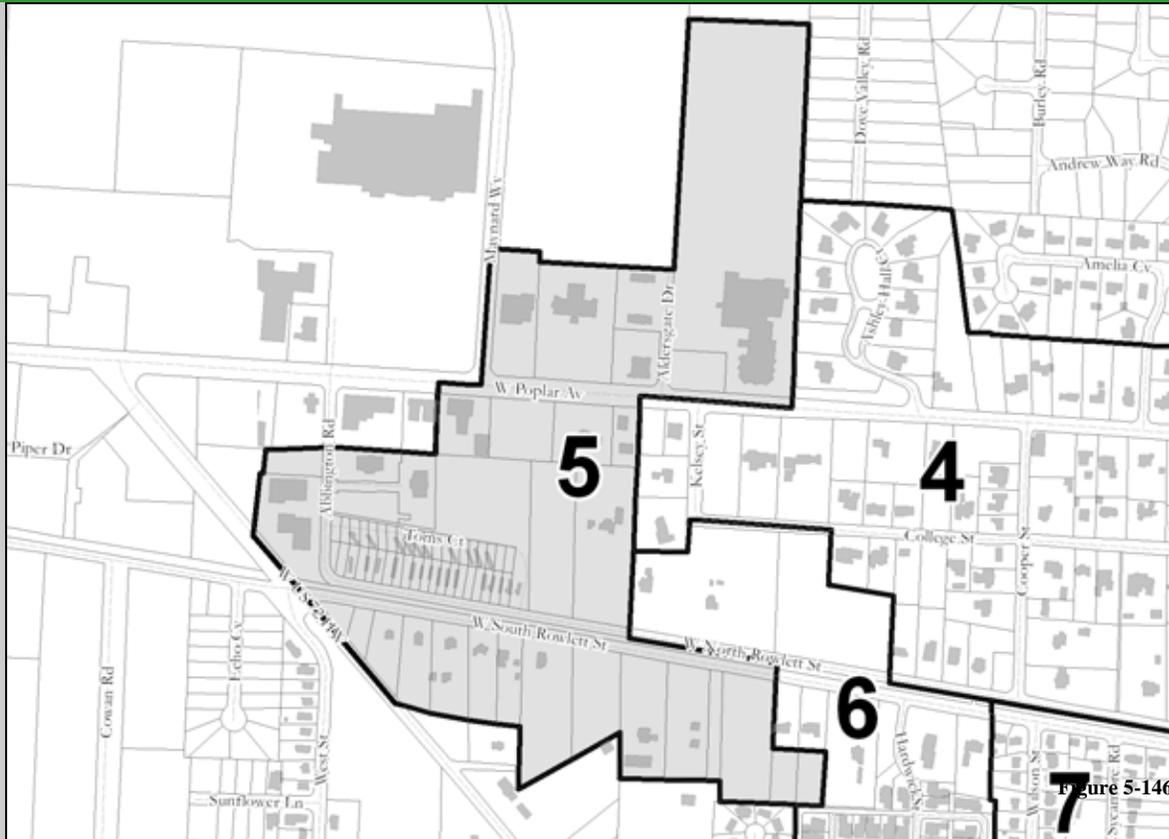


Figure 5-146

Special Area # 5

Comprised of 69.45 acres, the gray shaded area on the map to the left is Special Area 5. It is west of the Historic Square, bisected by the railroad tracks, and bisected by Poplar Avenue. Portions of this Special Area are referred to in this Plan as the West Gate. Special Area 5 contains parts of Poplar Avenue, Abbingdon Drive, Greentree Cove, Toms Court, and parts of both North and South West Rowlett Street.

- The area fronting Poplar Avenue is part of the West Gate to Downtown (see Chapter 6), and new development or redevelopment in this area should be similar in character to Aldi's, the Featherstone office building, and the Collierville United Methodist Church. Appropriate uses include, retail, office, attached residential, and institutional uses.
- Houses should face North Rowlett, with off-street parking provided behind the buildings in alley-loaded garages or surface parking areas.
- If the mobile home park on North Rowlett is to redevelop, the appropriate new uses include detached residential or attached residential developed pursuant to the policies of the Traditional Neighborhood or Village Retail Character Areas (as applicable), and with the following guidance.

- Mixed use development forms and uses are appropriate nearest the intersection of North Rowlett and Abbingdon Road. In this scenario, ground floor retail or office should be facing Aldersgate Drive.
- The third un-built office building on Green Tree Cove could also be another use, such as retail, live-work, or attached residential, or remain office as planned. If the tire repair business should leave, then office retail or at-



Figure 5-147
Collierville Example



Figure 5-148
Collierville Example

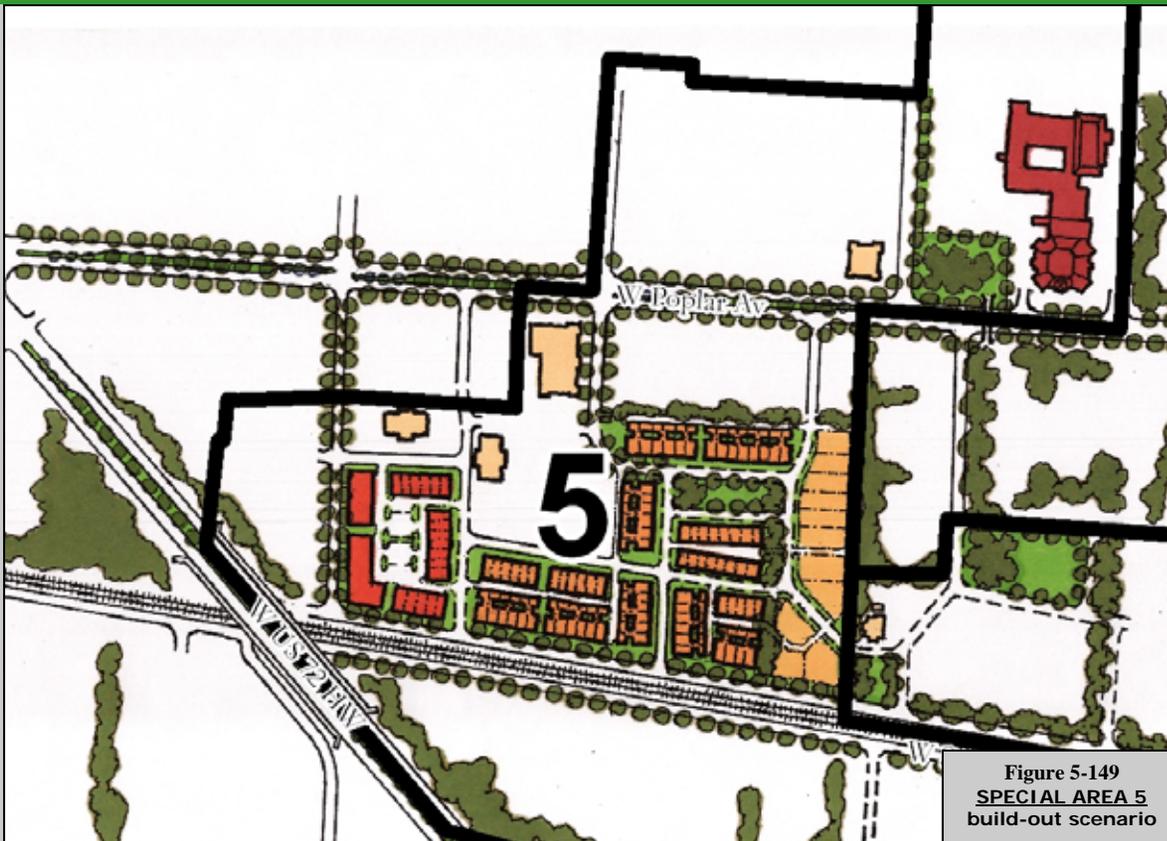


Figure 5-149
SPECIAL AREA 5
build-out scenario



Figure 5-150
Collierville Example



Figure 5-151

attached residential is appropriate in its place.

- If a new north/south road is created that connects Highway 72 to South Rowlett, small-scale office and retail uses may be appropriate on the south side of the railroad tracks if the uses are designed pursuant to the policies of the Traditional Neighborhoods Character Area. It may be possible that this north/south road could terminate at South Rowlett on axis with the historic Kelsey home on North Rowlett. This would serve to terminate this new vista and entry point into Downtown.
- When development occurs, parking lots should be interconnected. When this is not feasible in the short-term, ingress/easements should be provided to allow for the eventual interconnection of sites along the Poplar Avenue corridor. With the right land uses and development patterns, it may be possible to provide another north/south connection between Poplar Avenue and North Rowlett, particularly in the vicinity of Aldi's or to the east of this area in the vicinity of the medical offices.
- On the south side of South Rowlett, appropriate uses include detached or attached residential pursuant to the policies of the Traditional Neighborhoods Character Area. The existing trees along South Rowlett should be retained to the maximum extent practicable.
- This area should develop with a gridded and interconnected road network similar to that shown on the Recommended Block Pattern (Figure 3-20).
- Accessory dwelling units are appropriate in this area on a case-by-case basis.

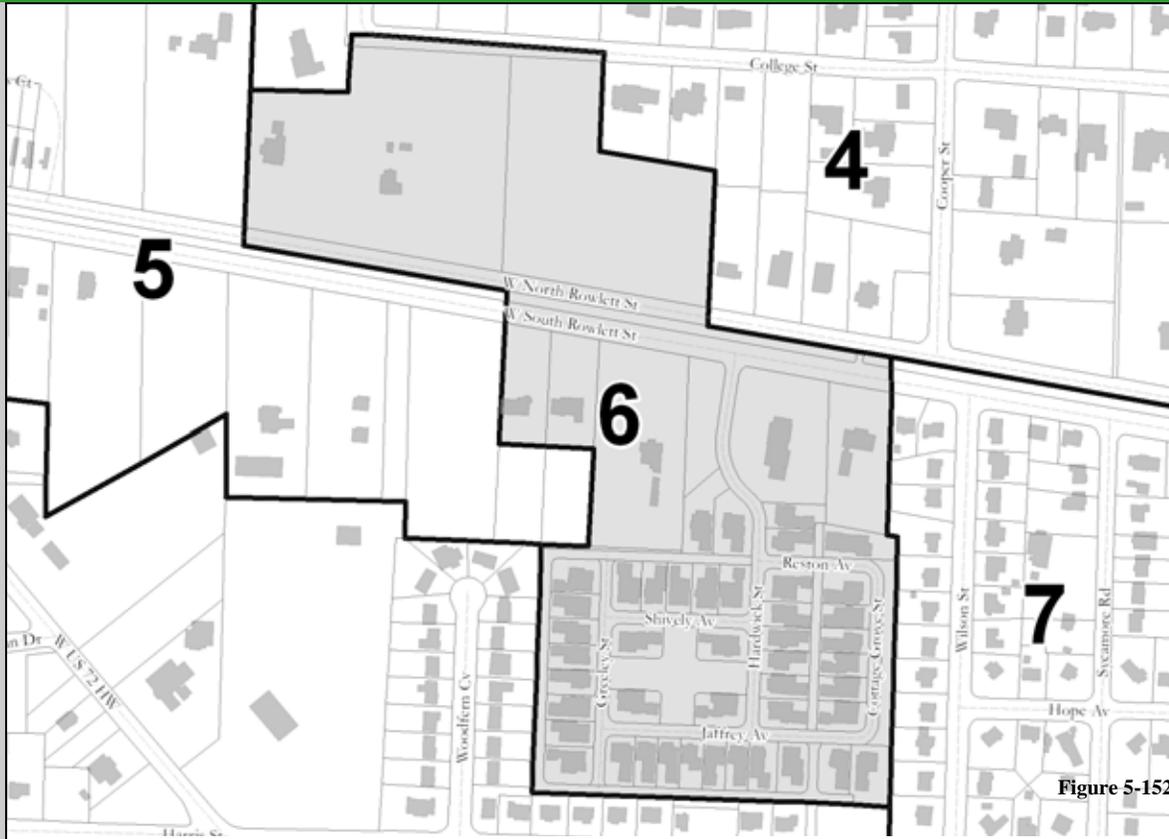


Figure 5-152

Special Area # 6

Comprised of 28.88 acres, the gray shaded area on the map to the left is Special Area 6. It is bisected by the railroad tracks and is west of the Historic Square. Special Area 6 contains Hardwick Street, Jaffery Avenue, Shivley Avenue, Reston Avenue, Greeley Street, Cottage Grove Street, and parts of both North and South West Rowlett Street.

- The north side of North Rowlett is appropriate for Detached Residential uses pursuant to the Traditional Neighborhood Character Area policies similar in design to nearby Magnolia Square. The existing trees along North Rowlett should be retained to the maximum extent practical. Houses should face both College Street and North Rowlett. Efforts should be made to preserve the existing dwellings, one being the historic Kelsey home place.
- This area is in need of a centralized green-space, either public or private, that is connected to the Green Corridors/Infrastructure network (Figure 5-17).
- The historic homes of 343 and 373 South Rowlett on the south side of the railroad tracks are protected by the Historic District Guidelines, and are not expected to change in use from the exclusively detached residential pattern that has been established. The recent renovation, restoration, and rehabilitation of these existing historic homes should serve as a model for other areas of town.
- Magnolia Square is an example of appropriate and contextual residential infill development. It is not expected to change in use from the exclusively detached residential pattern that has been established.
- This area should develop with a gridded and interconnected road network similar to that shown on the Recommended Block Pattern (Figure 3-20). In fact, the north/south road



Figure 5-153



Figure 5-154

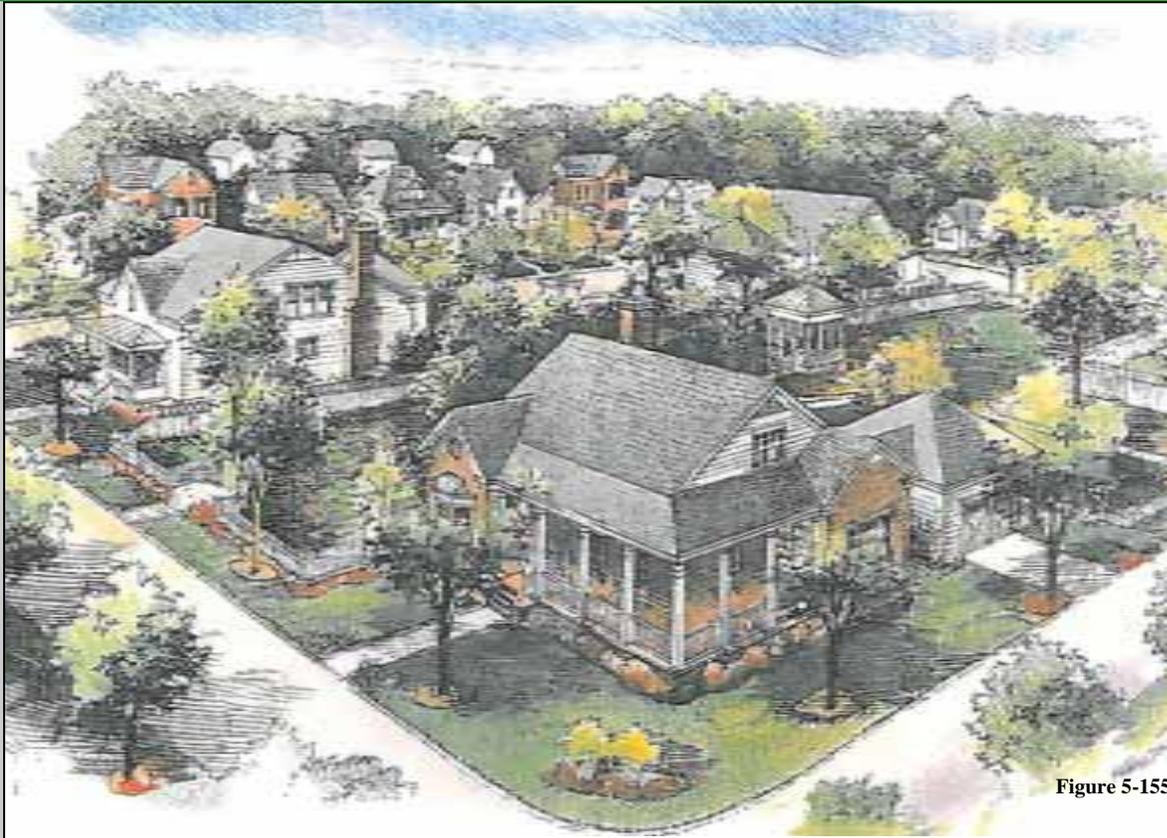


Figure 5-155

discussed in Special Area 5 features the Kelsey home as a key feature, and views from several directions could be used to “frame” the home within the context of surrounding new residential development. Careful block design and traffic calming features should be used to prevent any cut-through traffic between North Rowlett and College Street.

- As the policies of Special Areas 7, 9, and 13 come to fruition, the Magnolia Square HOA may want to consider petitioning the Town to open up one or more alley/road extensions to the south to continue the grid pattern.
- Accessory Dwelling Units are appropriate in this area on a case-by-case basis.



Figure 5-156
Collierville Example



Figure 5-157



Figure 5-161



Figure 5-164
Collierville Example



Figure 5-162
Collierville Example



Figure 5-165



Figure 5-163



Figure 5-166
Collierville Example

lems during the 2005, 2009, and 2010 heavy storm events. This area is a prime location for implementing the Neighborhood Stabilization Initiative described in Chapter 6 through grants and capital improvement projects, including the successful CDBG program.

- The shotgun-style dwellings at the southeast corner of Sycamore Road and South Street were identified by the LRK Preservation Plan as having historic value. They have fallen into disrepair according to property assessor records, and efforts should be made to retain them because of their historic value. Possible future uses include continued use as detached residential; however, an appropriate long-term Adaptive Reuse (see Chapter 6) could be to cultural or neighborhood service uses, such as offices, museum, barber shop, etc. In the event that these structures are rehabilitated or adaptively reused, they should be connected to the planned historical walking and automobile tours of the area.
- Institutional uses may be appropriate on a case-by-case basis in this area through the Town's established conditional use permit process. Such uses such be designed to reflect the policies of the Traditional Neighborhood Character Area. To remain contextual in scale, architecture, and site design to surrounding neighborhoods, Institutional Uses should take design cues from existing Institutional Uses in the area such as Saint Marks Church.

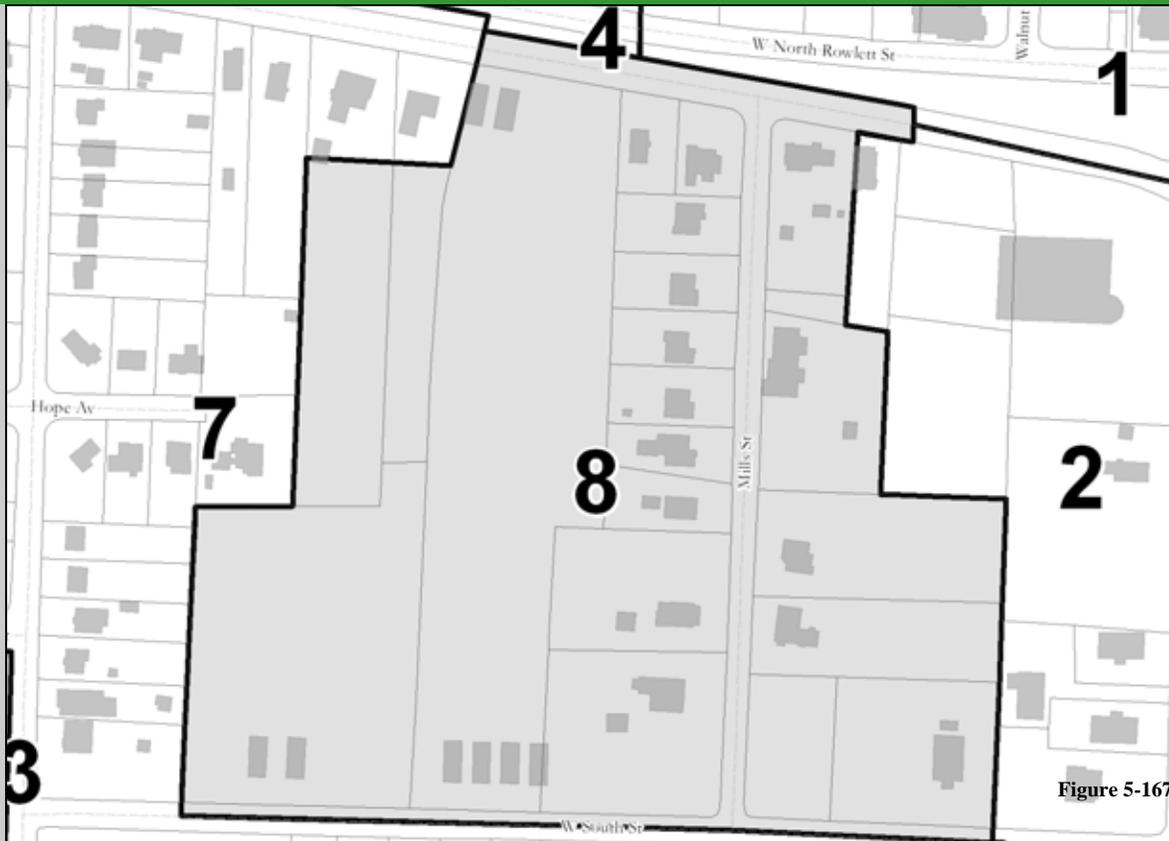


Figure 5-167

Special Area # 8

Comprised of 24.72 acres, the gray shaded area on the map to the left is Special Area 8. It is south of the railroad tracks and southwest of the Historic Square. It contains Mill Street and property in this Special Area fronts South West Rowlett Street and West South Street.

- The character of this area is mostly established as detached residential uses, and the predominant use is expected to remain detached residential, but some exceptions in the form of attached residential (duplexes) exist along both South Street and South Rowlett. Additional attached dwellings are appropriate on a case-by-case basis.
- Some of Special Area 8 is within the local Historic District Overlay. Consequently, historic preservation efforts are administered by the Historic District Commission through its adopted guidelines. New buildings and exterior alternations, which includes additions, are only appropriate when done according to the Historic District Guidelines to obtain a Certificate of Appropriates.
- Adaptive reuse of the old ice house on Mill Street should be pursued.
- Consideration in this area should especially be given to maintaining the well-established lot width, building setbacks, massing, and scale. Collierville's collection of historic buildings is limited, and demolition/relocation of historic structures should be rare and well justified.
- The large undeveloped or underdeveloped acreage central to this area running from South Rowlett to South Street is appropriate to develop primarily as detached residential uses pursuant to the Traditional Neighborhoods and similar to the design of nearby Magnolia Square; however, attached dwellings are appropriate interior to the site or along South Street. A central linear green-



Figure 5-168



Figure 5-169

Figure 5-170
SPECIAL AREA 8
build-out scenario



Figure 5-1

space should be provided along the existing stream that is connected to the Green Corridors/Infrastructure network (see Figure 5-2). This greenspace could potentially be a regional detention solution for the storm water drainage needs of the area (see also Chapters 3 and 6). Any development plans for property in this area should plan for these important open spaces.

- Institutional uses may be appropriate on a case-by-case basis in this area through the Town's established conditional use permit process. Such uses should be designed to reflect the policies of the Traditional Neighborhood Character Area. To remain contextual in scale, architecture, and site design to surrounding neighborhoods, institutional uses should take design cues from existing institutional uses in the study area.
- This area should develop with a gridded and interconnected road network similar to that shown on the Recommended Block Pattern (Figure 3-20).
- Accessory dwelling units are appropriate in this area on a case-by-case basis.



Figure 5-171



Figure 5-172

Figure 5-173
SPECIAL AREA 8
 build-out scenario



Figure 5-174
 Single Family Detached Dwellings
 in the form of "Cottage/Bungalow Homes"



Figure 5-175
 Single Family Detached Dwellings
 in the form of "Charleston Sideyard Homes"



Figure 5-176
 Attached Dwellings
 in the form of Townhomes

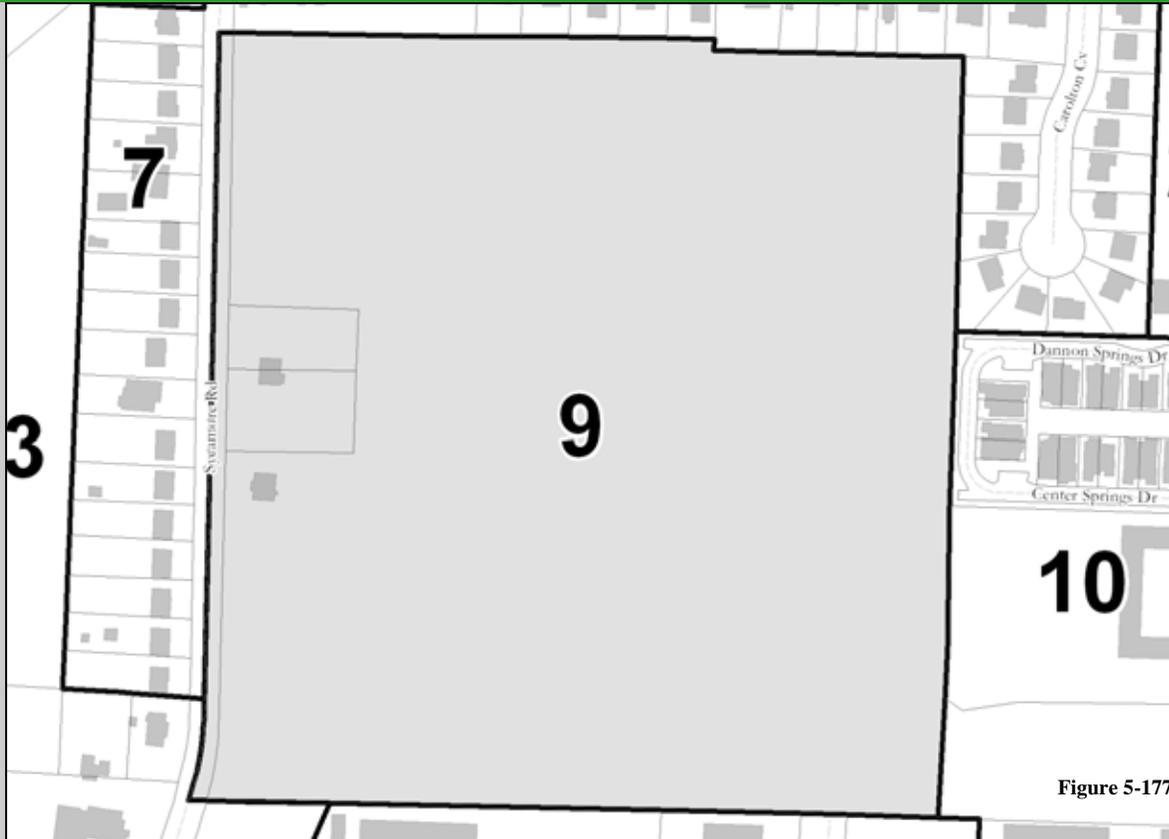


Figure 5-177

Special Area # 9

Comprised of 30.83 acres, the gray shaded area on the map to the left is Special Area 9. Known locally as the “Lunati Tract”, it is the largest Infill Opportunity Site in the entire Downtown Collierville area. It is south of the railroad tracks and southwest of the Historic Square. It fronts directly on Sycamore Road and is south of West South Street.

- Special Area 9 is appropriate for primarily Detached Residential Uses designed according to the policies of the Traditional Neighborhood Character Area.
- Attached Residential Uses are also appropriate if located to the interior of the site, and should not be the predominant land use. Non-residential uses, such as office or retail in a neighborhood scale, may be appropriate on a case-by-case basis, but only:
 - at the intersection of major roads or contiguous to other nonresidential areas (Highway 72 area, if the Shotguns at the corner of Sycamore and Center are Adaptively Reused as non-residential uses); and
 - evidence of clear market demand for such services is provided at the time a rezoning or planned unit development request is made.
- This area should develop with a gridded and interconnected road network similar to that shown on the Framework Recommended Block Pattern (Figure 3-20). Specifically, this area will see the convergence of two major road extensions (Keough Road and an unnamed north/south road that will one day convey traffic through Special Area 8 to South Rowlett (see also priority projects in Chapter 6). Any development plans for this property should plan for these important roadways.
- This area is in need of a centralized green-



Figure 5-178



Figure 5-179



Figure 5-180
SPECIAL AREA 9
build-out scenario

space, either public or private, that is connected to the Green Corridors/Infrastructure network (see also the Green Corridors/Infrastructure Map: Figure 5-17).

- This area is significantly wooded and development plans should save existing trees to the maximum extent practicable.
- Institutional uses may be appropriate on a case-by-case basis in this area through the Town's established conditional use permit process. Such uses should be designed to reflect the policies of the Traditional Neighborhood Character Area. To remain contextual in scale, architecture, and site design to surrounding neighborhoods, institutional uses should take design cues from existing institutional uses such as those found in the study area.
- This property receives a significant amount of water and has caused Sycamore Road to have flooding during heavy rainfalls. Because of this, the property should not be developed pursuant to the policies of Special Area 9 until the stormwater is properly modeled and mitigated so that development of this property does not adversely impact the surrounding area (see also Chapters 3 and 6).
- Accessory dwelling units are appropriate in this area on a case-by-case basis.



Figure 5-181



Figure 5-182

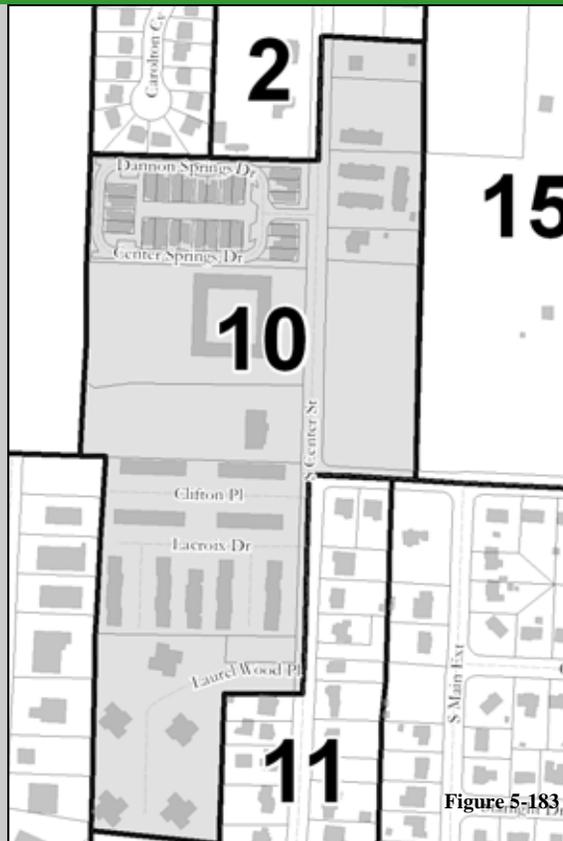


Figure 5-183

Special Area # 10

Comprised of 25.58 acres, the gray shaded area on the map to the left is Special Area 10. It is south of the railroad tracks and south of the Historic Square. It is bisected by parts of Center Street and contains Dannon Springs Drive, Center Springs Drive, Clifton Place, Lacroix Drive, and Laurel Wood Place.

- This area is largely established with attached residential uses (Central Square, Collier Village, Laurelwood Apartments) and includes an institutional use, the Veterans of Foreign Wars meeting hall. Attached Residential Uses and Institutional Uses are expected to continue to be the predominant long-term uses for this area.
- At the time of this study in 2010, the majority of the development forms do not reflect the attributes of the Traditional Neighborhood Character Area polices; however, future redevelopment and/or renovation of these properties present an opportunity for this area to incrementally change to uses and forms that better conform to the Traditional Neighborhood Character Area polices, and better reflect the new development forms proposed to both the north (Mixed Use Character Area

and the south (Traditional Neighborhood and Village Retail Character Areas). Along this corridor, the intent is to incrementally create improved walkability and a seamless appearance in design quality along Center Street from the Historic Square to the Highway 72 intersection (see also the Priority Projects described in Chapter 6).

- Should the existing properties adjacent to Suggs Park be redeveloped/developed into residential units, they should face both Center Street and Suggs Park to create “eyes on the park”.
- This is one of the areas that the Town’s Open to Change strategy is particularly encouraged (see also Chapter 6).
- This area should develop with a gridded and interconnected road network similar to that shown on the Recommended Block Pattern (Figure 3-20). This area will be bisected by the extension of Keough Road (see also priority projects in Chapter 6). Any development plans for the affected parcels should plan for this important east/west roadway.



Figure 5-184



Figure 5-185

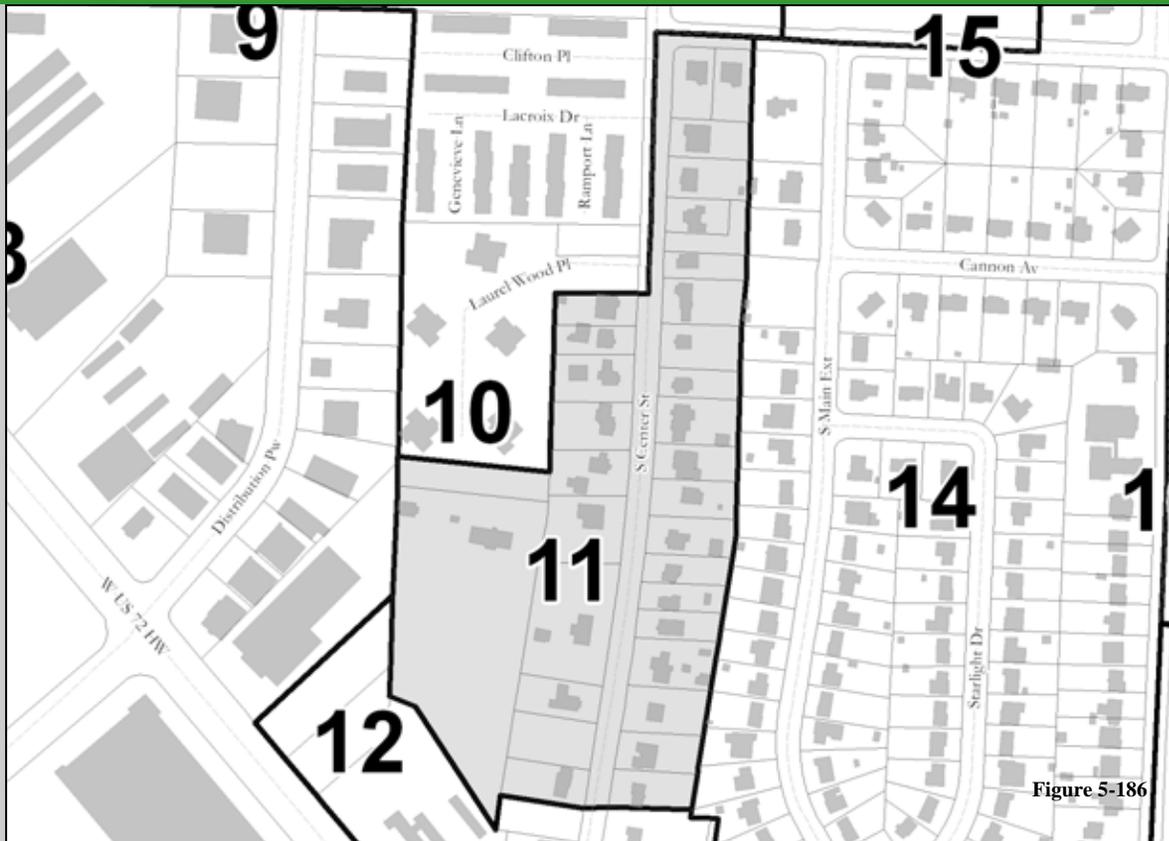


Figure 5-186

Special Area # 11

Comprised of 16.27 acres, the gray shaded area on the map to the left is Special Area 11. It is south of the railroad tracks and south of the Historic Square. It is bisected by parts of Center Street.

- The intent is to incrementally create improved walkability and bike lanes along Center Street from the Historic Square to the Highway 72 intersection (see also the Priority Projects described in Chapter 6).
- Detached dwellings are the predominant land use in this area along Center Street. Although this area is mostly established with detached residential structures the town is open to redevelopment of properties if the affected property owners approach the Town requesting approval, with the following guiding the Town's review of such requests.
 - New development or redevelopment should be consistent with the policies of the Traditional Neighborhood Character Area.
 - Incremental replacement of existing detached dwellings with new detached dwellings is appropriate along Center Street.
 - Attached dwellings may be appropriate along Center Street on a case-by-case basis, especially when contiguous to nonresidential uses or existing or planned attached dwellings.



Figure 5-187



Figure 5-188
Collierville Example

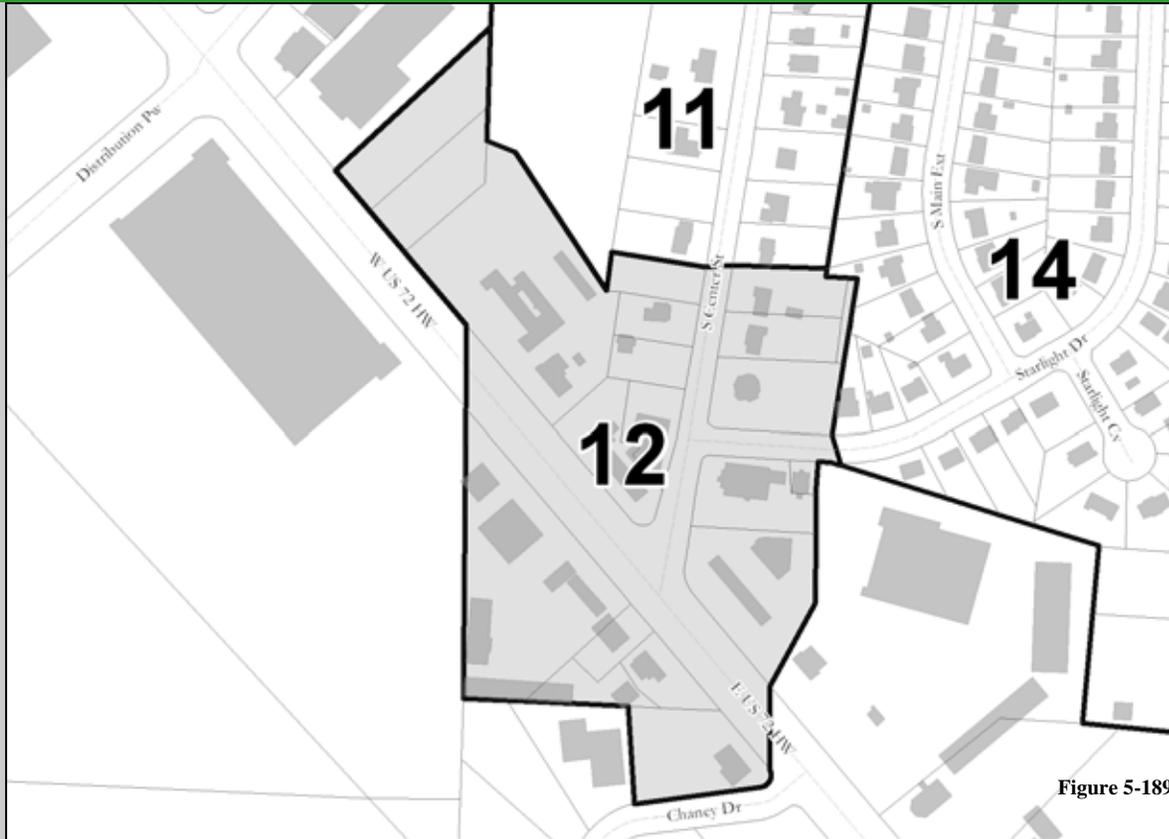


Figure 5-189

Special Area # 12

Comprised of 15.68 acres, the gray shaded area on the map to the left is Special Area 12. It is south of the railroad tracks, south of the Historic Square, at the southernmost limits of the Downtown Study Area, and is referred to in this Plan as the Center Gate. It is at the intersection of Highway 72 and Center Street.

- The intersection of Center Street and Highway 72 is known as the “Center Gate” (see also Chapter 6). This is a long-established gateway and direct southern connection to the heart of the Square. Appropriate uses include institutional, retail, office, or attached residential, and development or redevelopment at the Center Gate should be pursuant to the Village Retail Character Area policies and specialized development standards.
- A high priority for the Town (see Chapters 3 and 6) should be working with TDOT in the widening of Highway 72 to incorporate landscape medians, sidewalks, decorative lighting and mast arms, and directional wayfinding signage to improve property values in the area, improve traffic safety, and to serve as a more intuitive and contextual gateway to the Historic Square area to the north.
- The intent is to create improved walkability and bike lanes along Center Street from the Historic Square to the Highway 72 intersection (see also the Priority Projects described in Chapter 6).
- When development occurs, parking lots should be interconnected. When this is not feasible in the short-term, ingress/easements should be provided to allow for the eventual interconnection of sites along the Highway 72 corridor.
- In future updates to the Major Road Plan, the Town should study the continuation of Center Street to the south. This would make the



Figure 5-190



Figure 5-191

Figure 5-192
SPECIAL AREA 12 (Center Gate)
build-out scenario

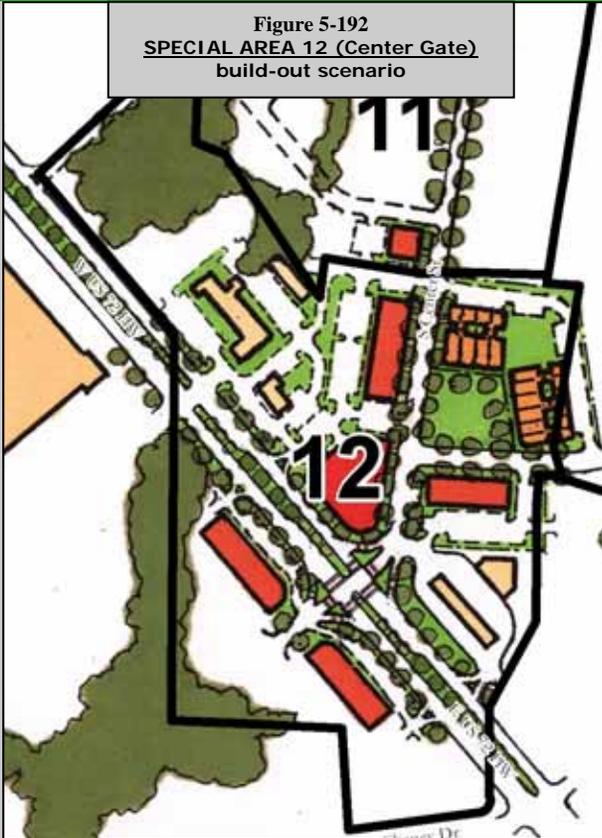


Figure 5-194

Highway 72 and Center Street intersection more attractive to commercial development, and could provide improved traffic flow to the extension of Winchester Boulevard.

Figure 5-195
SPECIAL AREA 12 (Center Gate)
build-out scenario

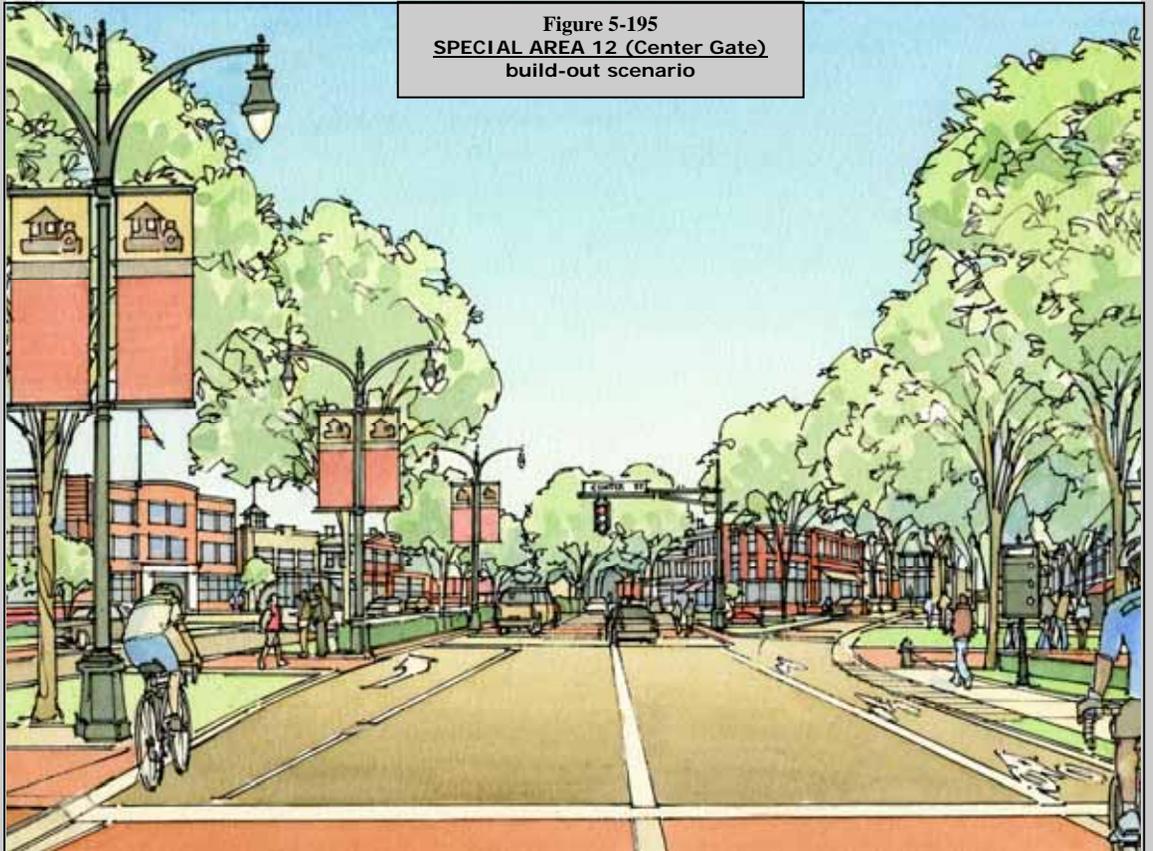
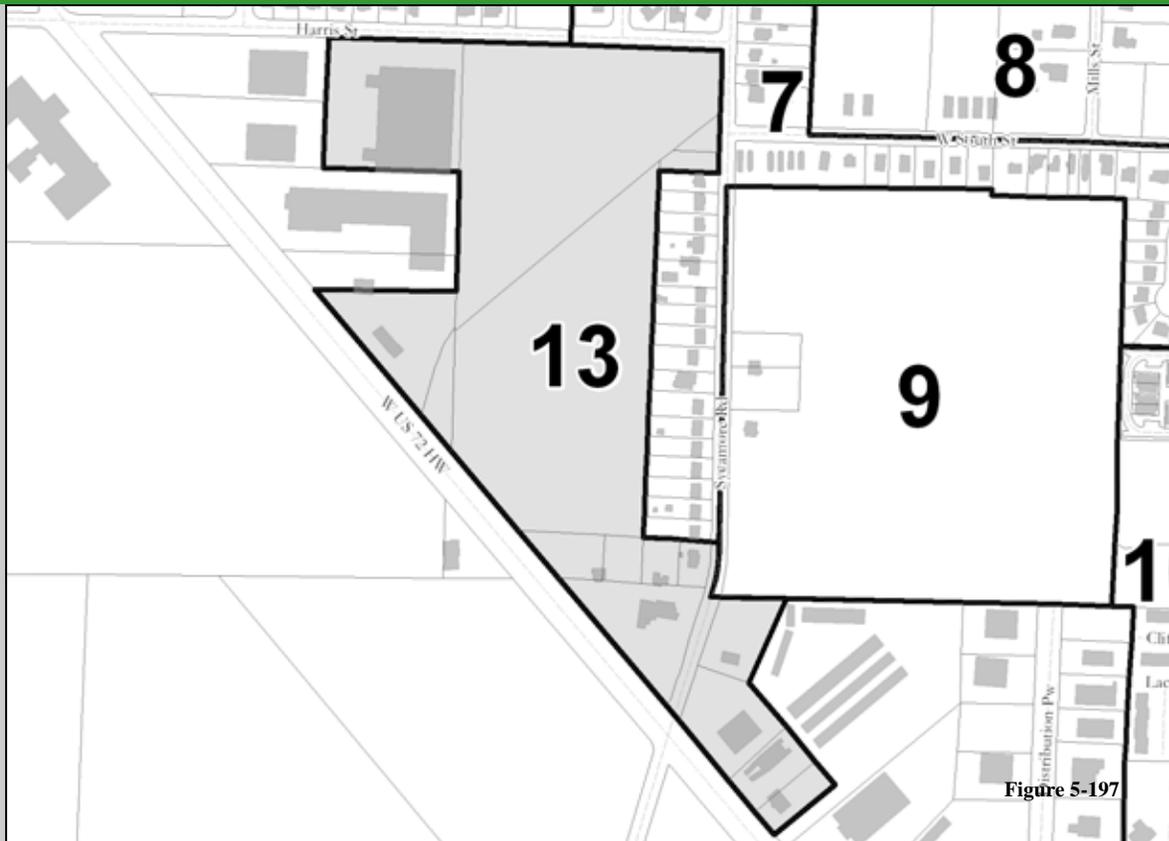


Figure 5-193



Special Area # 13

Comprised of 31.52 acres, the gray shaded area on the map to the left is Special Area 13. It is south of the railroad tracks, is along the southernmost limits of the Downtown Study Area, and is referred to in this Plan as the Sycamore Gate. It is at the intersection of Highway 72 and Sycamore Road.

- The portion of Special Area 13 at the intersection of Sycamore Road and Highway 72 is known as the “Sycamore Gate” (see also Chapter 6), and this long-established gateway and connection to the neighborhoods surrounding the Square will be framed by a local institution, the redevelopment and rebuilding of St. Marks Church, which has a history of being located at that site since the mid 1800s. The church plans for an iconic memorial structure to memorialize the historic structure that was not able to be restored. Helping to implement the Visual Cues Initiative described in Chapter 6, the new memorial will be a gateway feature for the area, and should be connected to the planned walking and automobile tours of the area.
- The parts of Special Area 13 nearest Hwy 72 should be developed per the Village Retail Character Area policies, with appropriate uses including Institutional, Retail, Office, or Attached Residential. Special Areas 5 and 20 have seen new development in recent years that is more consistent with the Town’s Design Guidelines and can serve as a guide.
- The parts of Special Area 13 closest to South Street and Sycamore Road should be developed according to the policies of the Traditional Neighborhood Character Area. Such areas should be comprised mostly of Detached Residential and Attached Residential Uses. Nonresidential uses, such as Office or Retail in a neighborhood scale, may be appropriate on a case-by-case basis, but only:





Figure 5-200



Figure 5-201



Figure 5-202

- If they are not the predominant land use;
 - If they are at an intersection of major roads or contiguous to other nonresidential areas (e.g. Highway 72 area, if the Shotguns at the corner of Sycamore and Center are Adaptively Reused as nonresidential uses); and
 - There is clear evidence of market demand for such services is provided at the time a rezoning or planned unit development request is made.
- Institutional Uses also may be appropriate on a case-by-case basis in this area through the Town's established conditional use permit process. Such uses should be designed to reflect the policies of the Traditional Neighborhood Character Area. To remain contextual in scale, architecture, and site design to surrounding neighborhoods, Institutional Uses should take design cues from existing institutional such as St. Marks Church.
 - This area should develop with a gridded and interconnected road network similar to that shown on the Recommended Block Pattern (Figure 3-20). This area will see several road extensions, with two being the most critical for facilitating east/west traffic. Keough Road, planned for extension to Hwy 72, would bisect the southernmost part of Special Area 13 (see also priority projects in Chapter 6). South Street is also planned for extension to the west to intersect with Highway 72. Any development plans for this property should plan for these important roadways.
 - This area is in need of a centralized green-space, either public or private, that is connected to the Green Corridors/Infrastructure network (see also Figure 5-17).
 - Accessory dwelling units are appropriate in this area on a case-by-case basis.

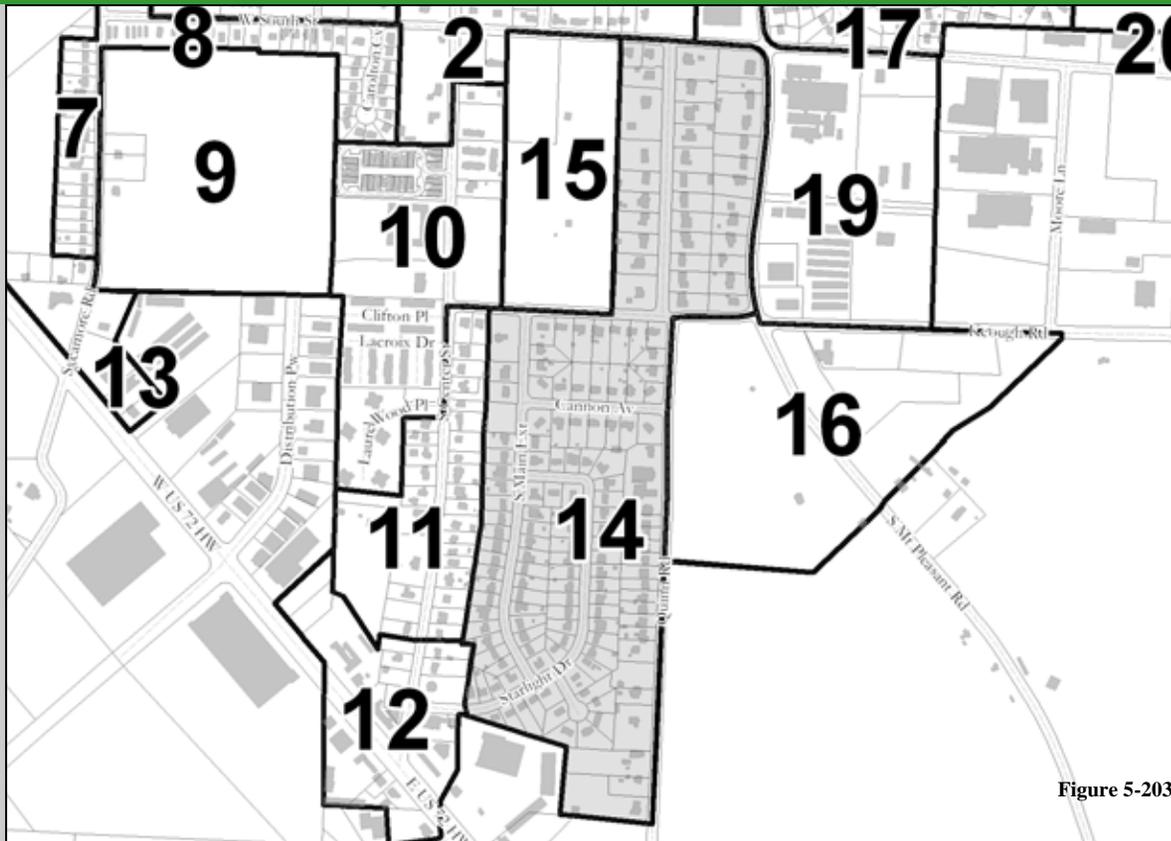


Figure 5-203

Special Area # 14

Comprised of 67.7 acres, the gray shaded area on the map to the left is Special Area 14. It is south of the railroad tracks and southeast of the Historic Square. It contains South Main Street, Starlight Cove, Starlight Drive, Cannon Avenue, and parts of Quinn Road.

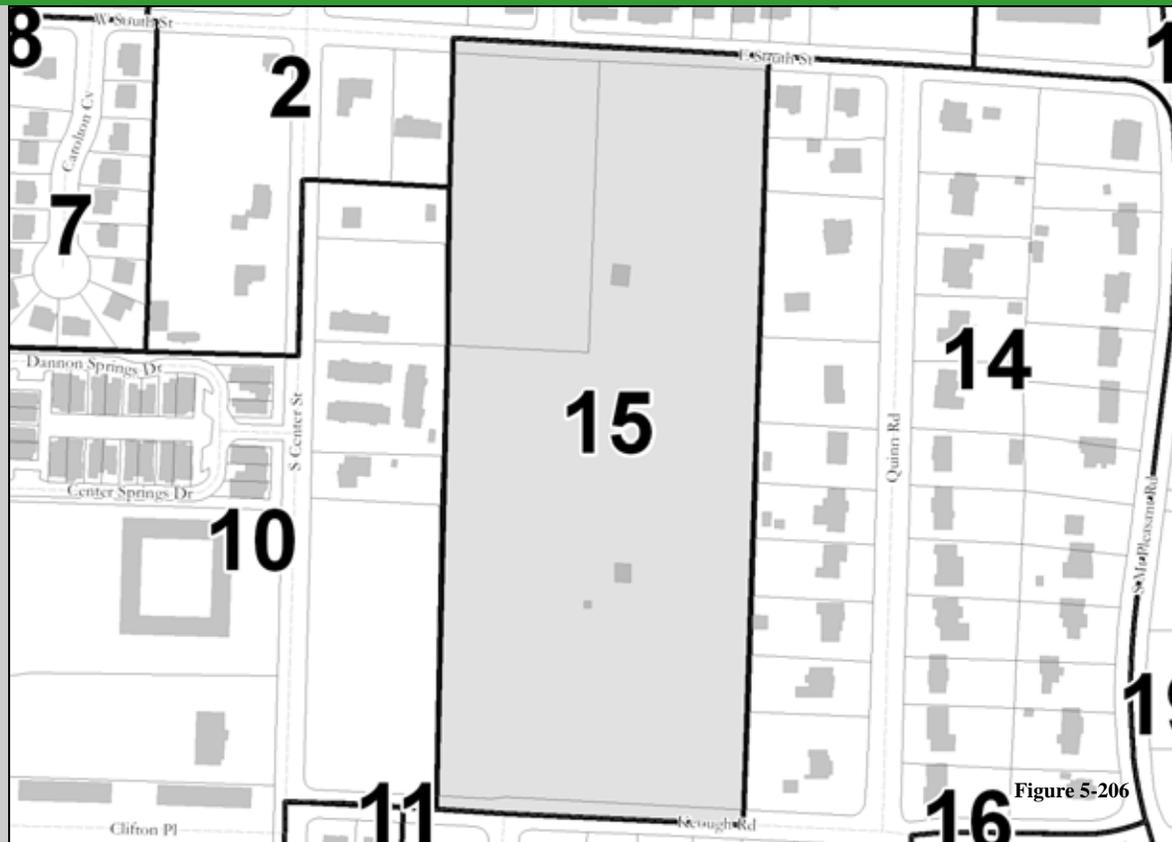
- The existing character of this neighborhood is already established with Detached Residential uses, with some Institutional Uses, and is not expected to change. Some houses have been removed and replaced with new homes. The Town anticipates that this could continue and it is possible for homes on the west side of Quinn Road to be rebuilt that would face Suggs Park; however, in doing so houses should not back up to the street, and the use of alleys or private drives is appropriate to accomplish this.
- If new development did occur in this area it should be in accordance with the Conventional Suburban Neighborhood Policies.
- Through targeted Greenstreet improvements (see Chapter 3 and Figure 5-17) along Mt. Pleasant Road, the existing detached residential uses should gain improved screening from the adjacent industrial uses to the east, which are not expected to change to other uses for many years, if ever.
- Institutional uses may be appropriate on a case-by-case basis in this area through the Town's established conditional use permit process. To remain contextual in scale, architecture, and site design to surrounding neighborhoods, institutional uses should take design cues from existing institutional uses found within the study area.



Figure 5-204
Collierville Example



Figure 5-205
Collierville Example



Special Area # 15

Comprised of 16.78 acres, the gray shaded area on the map to the left is Special Area 15. It is south of the railroad tracks, southeast of the Historic Square, and contains Suggs Park. It is north of Keough Road, south of South Street, east of Center Street, and west of Quinn Road.

- Suggs Park should be redesigned to be the center of the southern portion of Downtown Collierville as in the Green Corridors/Infrastructure (see Figure 5-17), with houses facing it incrementally over time as portions of Special Areas 2, 10, and 14 redevelop. Because of its central location, large size compared to other properties in the study area, and public ownership, Suggs Park may also be appropriate for one or more Institutional Uses (interpretive center related to Civil War history, public schools, etc); however, some portion of it should continually be retained in some form as Green Corridors/Infrastructure for use by the surrounding neighborhoods.
- Through new Greenbelts/Greenstreets (see Chapter 3 and Figure 5-17), Suggs Park will become better connected to the Town Square, Tom Brooks Park, Nikki McCray Park, and eventually the Town's larger Greenbelt system.
- Agreeing that it needs to be somewhere in the study area, Suggs Park was discussed by the Steering Committee as one of many potential long-term homes for the Collierville Farmers Market (see also role of Destinations and Attractors in Chapter 6), but only if:

- the commercial activity of the Square area has extended to the south side of the railroad tracks through redevelopment along Main Street;
- the location and programming of the farmers market does not conflict with other uses of the park (e.g. sports);



Figure 5-207
Collierville Example



Figure 5-208
Collierville Example



Figure 5-209



Figure 5-210



Figure 5-211
SPECIAL AREA 15
build-out scenario



Figure 5-212

- a structure is built to accommodate it; and
- streetscape improvements have been made to Main Street to allow for safe and intuitive north/south pedestrian movements.

These recommendations for Special Area 15 should not preclude other private-sector alternative locations for the Farmers Market downtown.

- Should the Town decide that the small portion of the park to the north is surplus, it could be developed into residential units to create “eyes on the park”. If this were to occur, the policies of the Traditional Neighborhood Character Area should be followed, and the streets should resemble those found on the Recommended Block Pattern (Figure 3-20), which includes the extension of Main Street to the south.

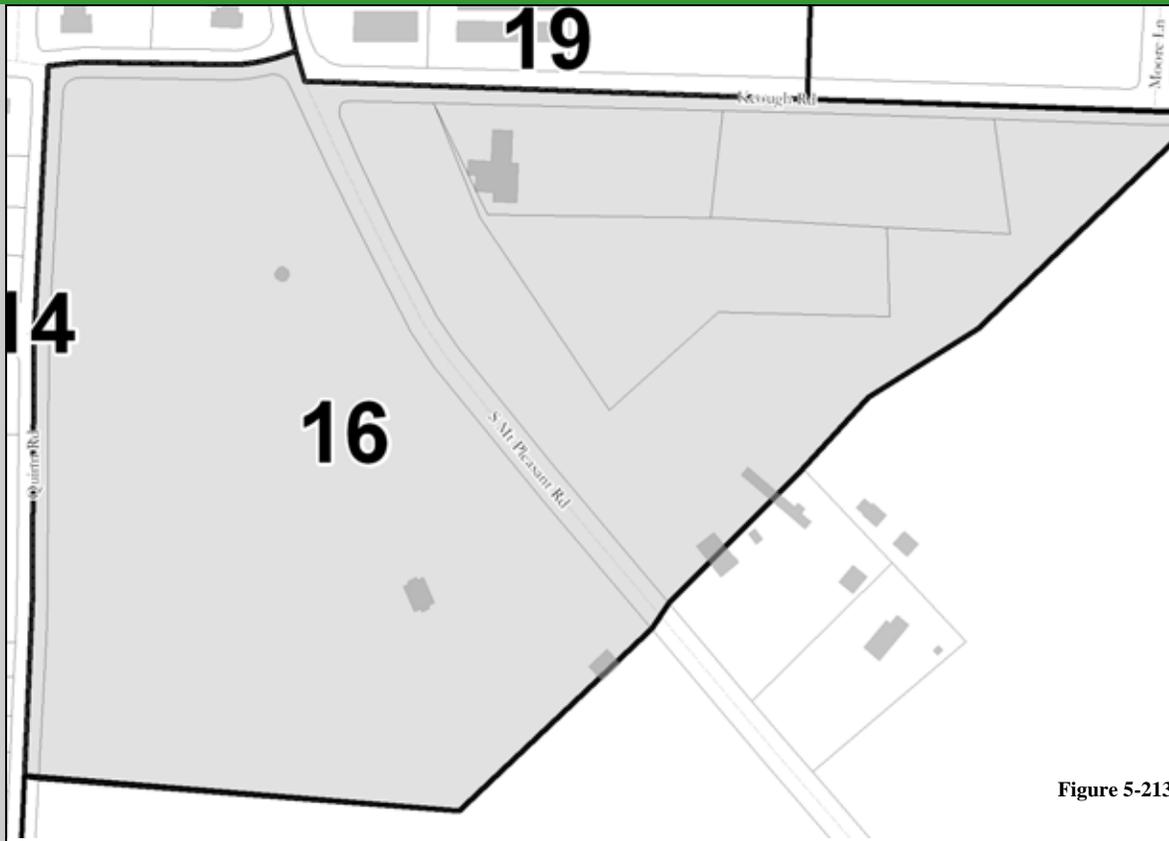


Figure 5-213

Special Area # 16

Comprised of 35.71 acres, the gray shaded area on the map to the left is Special Area 16. It is south of the railroad tracks, southeast of the Historic Square, and contains Magnolia Cemetery. It is south of Keough Road and bisected by Mt. Pleasant Road.

- This area is currently comprised of only one church and two cemeteries; however, it has the potential to be the edge, or heart, of larger development patterns based upon what happens to the properties to the south on Mt. Pleasant Road that were not included in the Downtown Study Area.
- Although not widely used by the public for passive recreation, the Historic Magnolia Cemetery is visually considered “borrowed open space” and a historic site. It should be connected through pedestrian Greenbelt and Greenstreet connections to the Heart of Downtown and Town Parks (see also Chapters 3, 4, and Figure 5-17). It is the intent of these policies to link Magnolia Cemetery to Suggs Park, the Town Square, and Poplar Avenue. With such connections made, Magnolia Cemetery should be included as a stop along a historic site walking tour, and wayfinding signage should be provided.
- Buffering should be provided along Keough Road to screen any new development from industrial uses to the north.
- Special Area 16 is appropriate for Institutional Uses, and is especially appropriate for Detached and Attached Residential Uses pursuant to the Traditional Neighborhood Character Area standards if that is how the properties to the south develop in a form and use similar to what is permitted through the Traditional Neighborhood Character Area standards. Such residential development should be per a gridded road network and provide multiple vehicular stubs to the property to the south.



Figure 5-214
Collierville Example



Figure 5-215
Collierville Example



Special Area # 17

Comprised of 22.21 acres, the gray shaded area on the map to the left is Special Area 17. It is south of the railroad tracks and southeast of the Historic Square. It is south of Halley Street and contains Maple Valley Drive, Seven Pines Drive, Hurdle Street, and Friendship Cove.

- The character of this area is established as detached residential; however, institutional uses exist on a limited basis. This area is appropriate for continued detached residential or institutional uses. If new development did occur in this area it should be in accordance with the Conventional Suburban Neighborhood policies.
- Institutional uses may be appropriate on a case-by-case basis in this area through the Town's established conditional use permit process. To remain contextual in scale, architecture, and site design to surrounding neighborhoods, institutional uses should take design cues from existing institutional uses found in the study area.
- Some of the homes and properties in this area have not been maintained as well as other parts of the Study Area per property assessor records. This area is a prime location for implementing the Neighborhood Stabilization Initiative described in Chapter 6.
- Portions of Special Area 17 may be affected by the possible extension of Collierville-Arlington Road to the south of the railroad tracks as discussed in Chapter 3. Such an extension should be modeled in a future update to the Major Road Plan to determine feasibility and the impact to the Town's north/south traffic movements.



Figure 5-217
Collierville Example



Figure 5-218
Collierville Example

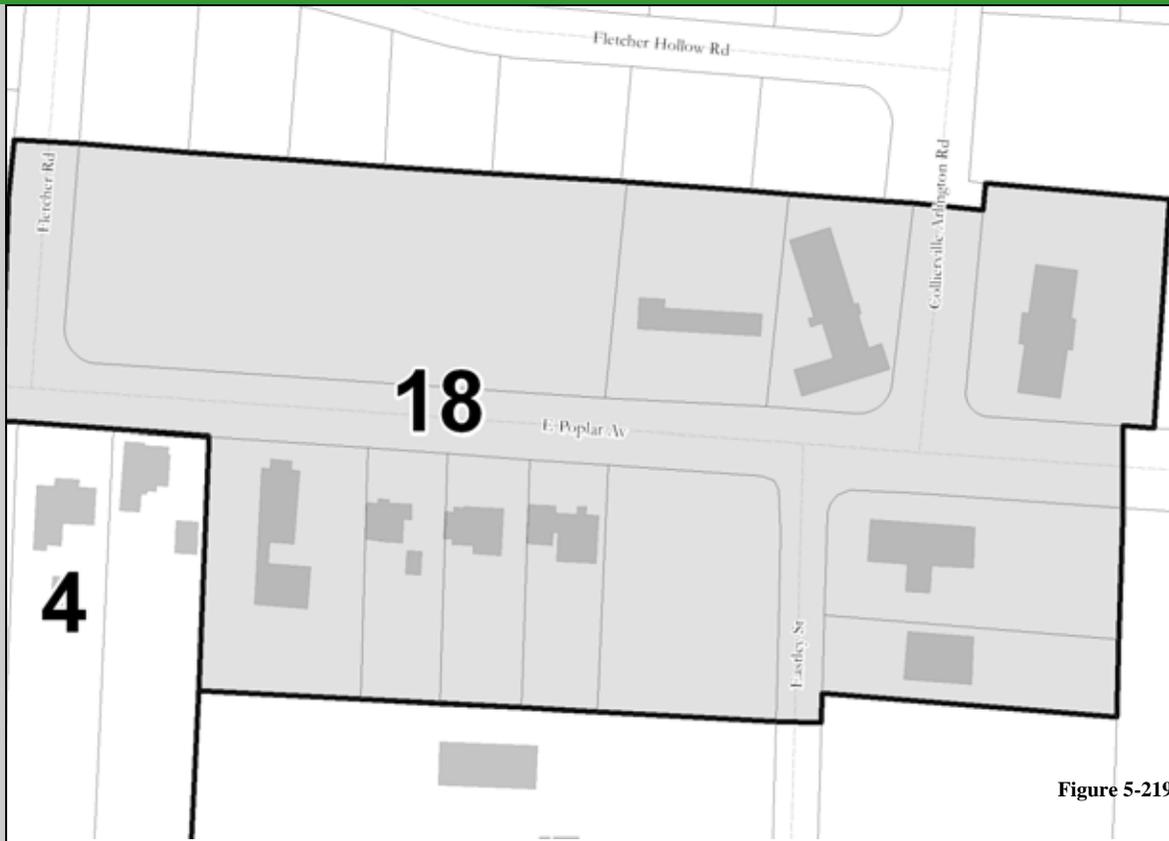


Figure 5-219

Special Area # 18

Comprised of 10.89 acres, the gray shaded area on the map to the left is Special Area 18. It is north of the railroad tracks and is at the easternmost limits of the Downtown Study Area and is referred to in this Plan as the East Gate (see also Chapter 6). It is at the intersection of Poplar Avenue (Highway 57), Eastly Street, and Collierville-Arlington Road.

- Appropriate uses for Special Area 18 include institutional, retail, office, or attached residential (townhouses, condos) facing Poplar Avenue. Convenience retail, such as a drug-store, is particularly encouraged. New development or redevelopment at the East Gate should be pursuant to the Village Retail Character Area policies and specialized development standards.
- Should the carwash and gas stations redevelop, development forms should be consistent with the vision for the East Gate into the Downtown area and the Village Retail Character Area policies.
- The Town should work with TDOT on improvements to Highway 57 and its intersection with Collierville-Arlington and Eastly Drive. Such improvements would include landscaping, medians, sidewalks, decorative lighting and mast arms, and directional wayfinding signage (see also Chapter 6). The Town's rationale for this would be to improve safety, property values in the area, and for Special Area 18 to serve as a more intuitive and contextual gateway to the Historic Square area to the west.
- Also related to the road network, portions of Special Area 18 may be affected by the possible extension of Collierville-Arlington Road to the south of the railroad tracks as discussed in Chapter 3. Such an extension should be modeled in a future update to the Major Road Plan to determine feasibility and the impact to the Town's north/south traffic movements.



Figure 5-220
Collierville Example



Figure 5-221
Collierville Example

- This area is affected by the Green Corridors/ Infrastructure network (see also the Green Corridors/Infrastructure Map: Figure 5-17).



Figure 5-222
SPECIAL AREA 18
build-out scenario



Figure 5-225



Figure 5-223



Figure 5-224



Figure 5-226

Special Area # 19

Comprised of 28.96 acres, the gray shaded area on the map to the left is Special Area 19. It is south of the railroad tracks and is at the easternmost limits of the Downtown Study Area. It is east of Mount Pleasant Road, south of East South Street, and north of Keough Road.

- This area is mostly built out with light industrial uses. These uses are viable businesses that contribute to Collierville's employment and economic base. This employment and manufacturing center is not expected to change within the short term and the long term; however, this area may have merit for new residential population for future generations, but only:
 - if the industrial uses are redeveloped in the Main Street area and there is documented proof of market demand for such land use change.
 - in the event that such conversion is practical, care is given to find the existing business new corporate homes within Collierville, using incentives where appropriate.

New development in this area in the foreseeable future should be pursuant to the policies of the Light Industry Activity Center Character Area.



Figure 5-227
Collierville Example



Figure 5-228
Collierville Example

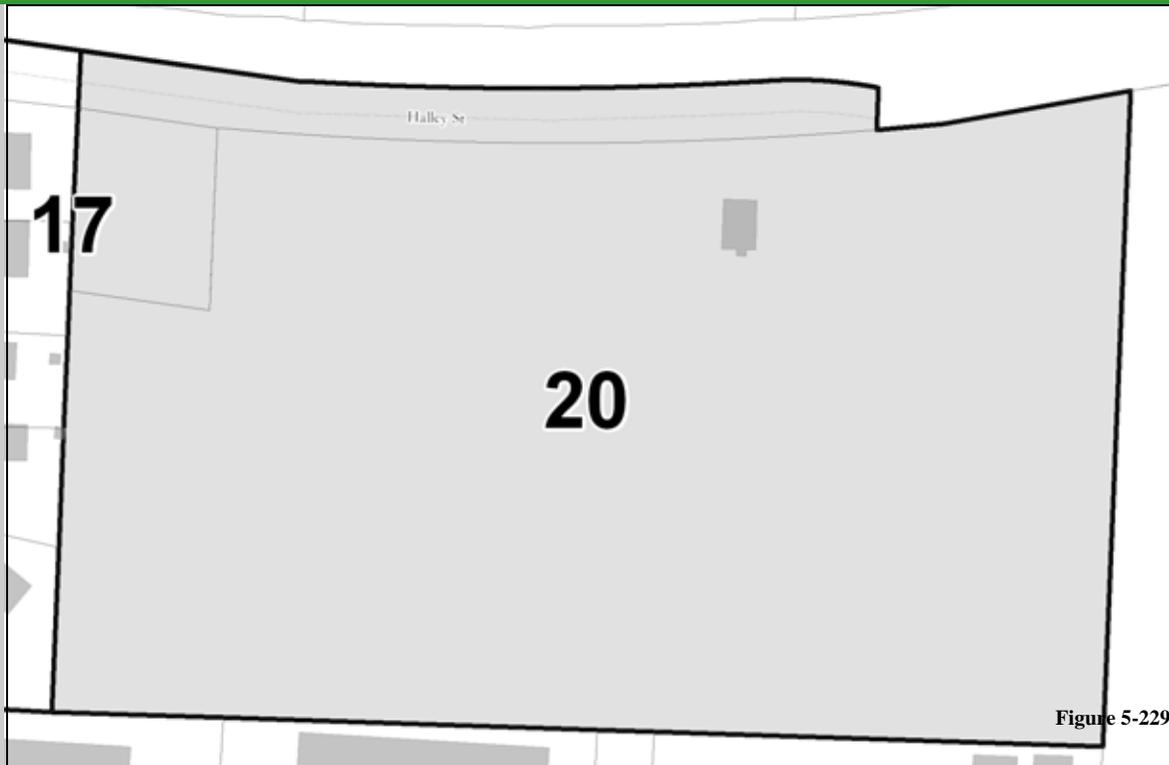


Figure 5-229

Special Area # 20

Comprised of 9.78 acres, the gray shaded area on the map to the left is Special Area 20. It is south of the railroad tracks and is at the easternmost limits of the Downtown Study Area. Its limits include the easternmost parts of Halley Street.

- At the time this Small Area Plan for Downtown was created, this vacant and underutilized area was zoned for industrial uses, and development potential for other uses was uncertain. New development in this area should be pursuant to the policies of the Light Industry Activity Center Character Area, with screening provided to adjacent residential uses to the west.
- If developed for industrial uses, to protect the adjacent residential uses to the west, Halley Road should be closed with a cul-de-sac at the western limit of this area, with all industrial vehicle trips being circulated through connections to South Street. Also related to the road network, this area may be affected by the possible extension of Collierville-Arlington Road to the south of the railroad tracks as discussed in Chapter 3. Such an extension should be modeled in a future update to the Major Road Plan to determine feasibility and the impact to the Town's north/south traffic movements.
- This site has been inconclusively studied for its role in Civil War history, and other appropriate uses for this site could include some form of interpretive battlefield center or open space related to the battle (see also Chapter 4). Such an interpretive center could place much-needed emphasis on Civil War education and research, and preserve the site's natural features in a campus-like setting.
- This area is significantly wooded and development plans should save existing trees to the maximum extent practicable.



Figure 5-230



Figure 5-231
Collierville Example