

# COLLIERVILLE



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## COMPREHENSIVE PLAN

## Charrette Closing Report

May 14, 2026



Town of Collierville

# AGENDA





# INTRODUCTIONS



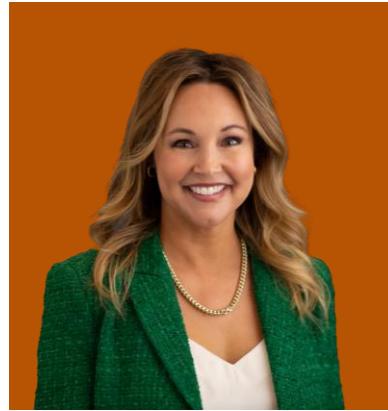
Town of Collierville

# INTRODUCTIONS



**Dawn Thomas,  
AICP**

Project  
Manager



**Wendy Bonneau,  
FAICP**

Project Senior  
Advisor



**Liz Hanson,  
AICP**

Project  
Planner



**Jake Lange,  
AICP**

Project  
Planner

# INTRODUCTIONS



**Edward Henley**  
Citizen Engagement



**Atheeni Eacharath**  
Citizen Engagement



**Sam Milton**  
Citizen Engagement



**Anjenique Weeks**  
Citizen Engagement

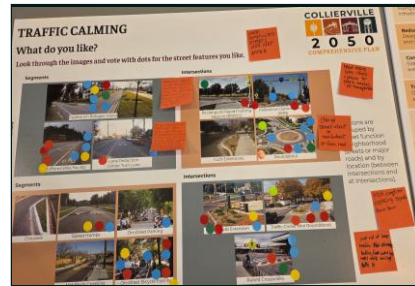


**Travis James**  
Economic Development

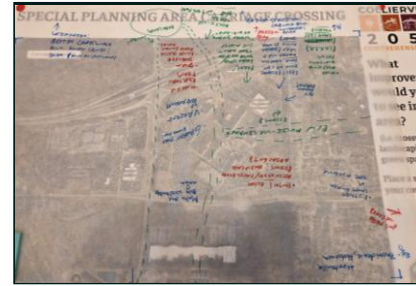
# CHARRETTE ACTIVITIES



Map  
Activities



Voting  
Activities



Write-In  
Activities



Kids Activity





# CHARRETTE RECAP



Town of Collierville

# VISION

COLLIERVILLE



2050

COMPREHENSIVE PLAN

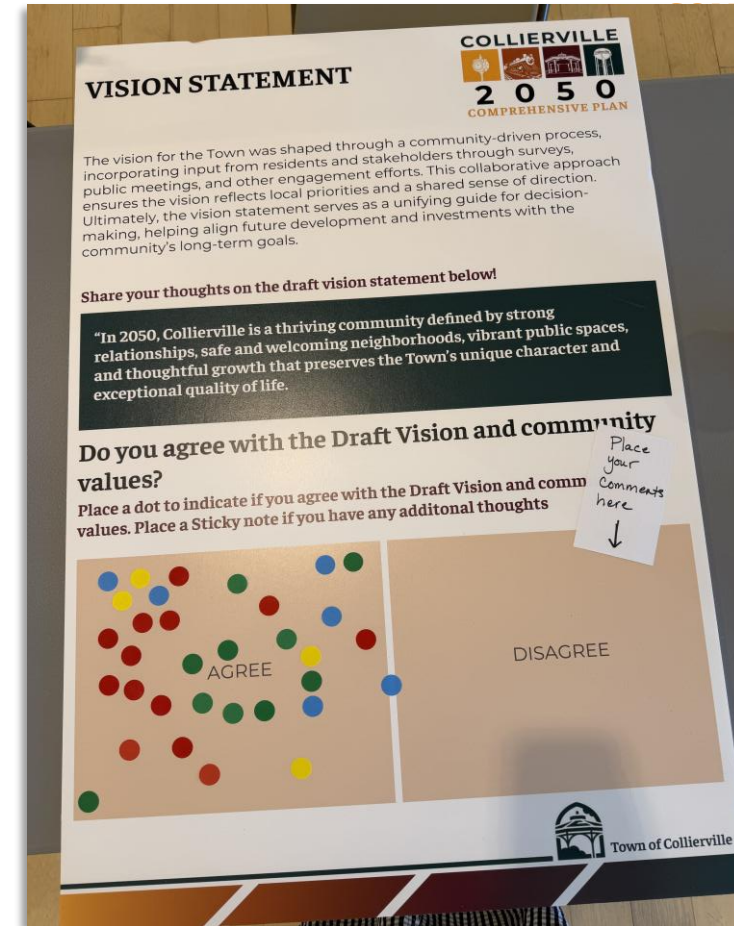


Town of Collierville

# VISION

## Do you agree with the Vision Statement?

"In 2050, Collierville is a thriving community defined by strong relationships, safe and welcoming neighborhoods, vibrant public spaces, and thoughtful growth that preserves the Town's unique character and exceptional quality of life."



# VISION

## What could enhance Collierville's identity?

### Key Takeaways:

- Expand Trails, Parks, and Active Transportation
- Strengthen the Historic Town Character
- Create More Entertainment, Arts, and Family Gathering Spaces
- Improve Housing Affordability While Preserving Community Character
- Promote Balanced, Thoughtful Economic Development
- Build Community Connectivity and Inclusiveness

*“More bike trails”*

*“More family events/live music”*

*“Affordable housing for essential workers”*

*“Protect the Town Square/historic character”*

*“Walkability and connected neighborhoods”*



# COMMUNITY VALUES



**1. Preserve Community Character and Identity**

**2. Support Safe, Connected Neighborhoods**

**3. Enhance Mobility and Connectivity for Users**

**4. Strengthen Parks, Green Spaces, and Public Gathering Places**

**5. Promote Sustainable Thoughtful Growth**

**6. Foster a Strong, Local Economy**



Town of Collierville

# LAND USE

## COLLIERVILLE



2050

## COMPREHENSIVE PLAN

### PLACE TYPES

#### INTRODUCTION

Place Types are planning designations that define the desired mix of land uses, development intensity, urban form, and public realm character for specific areas of the community. They move beyond traditional zoning by focusing on:

- Physical form (building size, height, placement)
- Land use mix (residential, commercial, civic, etc.)
- Transportation context (walk, bike, drive)
- Public space and streetscape character

The following provides descriptions, typical land uses, and photo examples for each of the place types shown on the Future Land Use map



#### AGRICULTURAL/RURAL RESIDENTIAL

These areas are defined by agricultural uses, rural homes, and agriculture-related businesses, primarily south of SR-385 and near the Wolf River. They feature large amounts of open space, very low density, and significant separation between buildings. Infrastructure is limited, with minimal access to public utilities. Homes are typically single-family residences on large lots, often five acres or more. Rural roadways and open drainage systems are common.

- Primary Uses: Agriculture; single-family detached homes
- Secondary Uses: Civic and institutional uses; parks, greenbelts, and open space

#### SUBURBAN NEIGHBORHOOD

These areas represent the predominant residential form in the community, consisting of low-density, single-family neighborhoods developed through the subdivision process. Homes are generally similar in scale and lot size and are organized around internal street networks. Neighborhoods are buffered from adjacent uses through landscaping and transitions. Parks and green space can be within walking distance, though most travel requires an automobile.

- Primary Uses: Single-family detached homes
- Secondary Uses: Civic and institutional uses; parks, greenbelts, and open space, and other public spaces



#### TRADITIONAL NEIGHBORHOOD

These areas are characterized by historic and traditional development patterns with interconnected streets, alleys, and pedestrian-oriented design. They include some of the community's oldest homes and emphasize preserving historic character and scale. Buildings are oriented toward the street with a clear transition from public to private space. While primarily residential, limited mixed uses and small-scale nonresidential uses may be appropriate where compatible.

- Primary Uses: Single-family detached homes
- Secondary Uses: Civic and institutional uses; attached residential (townhouse, duplex, boutique apartments near Square, & condominiums); food & beverage, professional office, parks, ADUs, open space, and other public spaces



Town of Collierville

### PLACE TYPES



#### NEIGHBORHOOD COMMERCIAL

These areas are small-scale commercial centers located at key gateways to Downtown Collierville and nearby neighborhoods. They provide retail services and civic uses in a pedestrian-friendly, traditionally designed environment. Development is typically low-rise and organized in small centers or standalone buildings. Residential uses such as townhomes and live-work units are encouraged to support activity throughout the day.

- Primary Uses: Retail, office, and commercial uses; live-work units; upper-story residential; attached housing (duplexes, townhomes)
- Secondary Uses: Civic and institutional uses; parks, open space, and other public spaces



#### ESTATE RESIDENTIAL

These areas feature a rural residential character with large lots, typically five acres or greater, and significant separation between homes and roadways. Development is low density and designed to preserve open space and natural features. Higher-density housing may only occur as conservation subdivisions with sewer service, where open space is permanently preserved. Rural road design and natural buffers are key elements of these areas.

- Primary Uses: Single-family detached homes; (conservation subdivisions)
- Secondary Uses: Civic and institutional uses; parks, greenbelts, and open space



#### MIXED USE ACTIVITY CENTER

These areas support a mix of residential, commercial, office, and civic uses in a walkable, urban environment. Buildings are typically two or more stories and may include multiple uses within a single structure. An interconnected street network supports walkability and active living. These centers are intended to create vibrant, higher-intensity destinations as identified in adopted small area plans.

- Primary Uses: Ground-floor commercial, retail, and office with upper-story (live/above) residential; live/work units; single-family detached homes; townhomes, duplexes
- Secondary Uses: Civic and institutional uses; parks, open space, ADUs, and other public spaces



#### DOWNTOWN CORE ACTIVITY CENTER

This area centers on the Historic Square & surrounding streets, serving as the community's primary destination for dining, shopping, & civic activity. It includes a mix of small-scale commercial, office, and residential uses in a highly walkable environment. Buildings are typically one to two stories with strong street frontage & pedestrian orientation. Limited taller buildings may be appropriate in select locations under design review, in accordance with adopted plans.

- Primary Uses: Ground-floor retail with office and upper-story residential
- Secondary Uses: Townhomes (vertical attached); civic and institutional uses; parks, open space, and other public spaces



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### PLACE TYPES



#### CORRIDOR COMMERCIAL

These areas provide a wide range of shopping, dining, and service uses in auto-oriented commercial centers. Development is located at key intersections to avoid strip commercial patterns and to encourage organized nodes of activity. Buildings are set back from roadways with parking and landscaping that create an open character. Higher-density residential uses may occur in select locations as transitions to nearby neighborhoods.

- Primary Uses: Retail and commercial services; multi-tenant centers; "big box" stores; hotels; professional offices; senior housing
- Secondary Uses: Civic and institutional uses; apartments; multi-family dwellings, townhomes and duplexes; open space and common areas



#### OFFICE - INSTITUTIONAL CAMPUS

These areas include large-scale office and institutional uses such as corporate campuses, hospitals, schools, and research facilities. They are typically located near major transportation corridors and designed with significant open space. Buildings are set back from roadways, with internal pedestrian connectivity between uses. Supporting services are allowed but remain secondary to the primary institutional function.

- Primary Uses: Corporate and professional offices; hospitals and research facilities; large places of assembly; colleges and universities
- Secondary Uses: Parks and recreation; supporting commercial services (e.g., cafeterias, banks); student housing



#### TECHNOLOGY EMPLOYMENT CENTER

These areas support light industrial, research, warehouse, and employment-based uses that operate with minimal off-site impacts. They are typically located near major highways, rail lines, or arterial corridors. Development emphasizes functional design with strong buffering and high-quality architecture screening from adjacent uses. High-quality architecture is required for street-facing elevations. While outdoor storage and service areas are appropriate for properties not fronting major roadways.

- Primary Uses: Research and development facilities; light industrial and fabrication; office/warehouse flex space; storage, warehousing, and distribution
- Secondary Uses: Civic and institutional uses; parks, open space, and other public spaces



#### GREEN CORRIDOR INFRASTRUCTURE

These areas include floodplains, streams, greenways, parks, conservation lands, and major utility corridors. They form a connected system that supports environmental protection, water quality, and community open space. Development should be avoided or minimized; clustered outside sensitive areas. Natural features such as waterways, woodlands, and tree lines should be preserved and enhanced.

- Primary Uses: Parks; greenways; floodplains; open space; stormwater conveyance systems
- Secondary Uses: Agricultural uses; civic and institutional uses



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# LAND USE

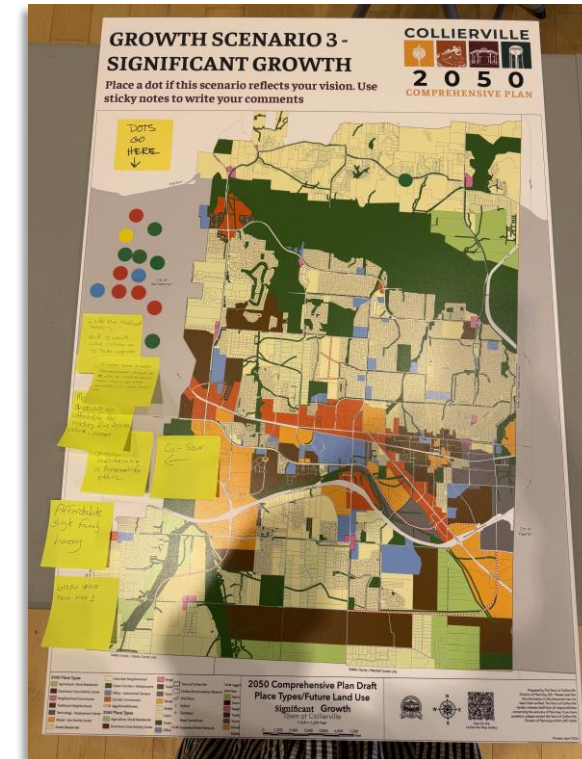
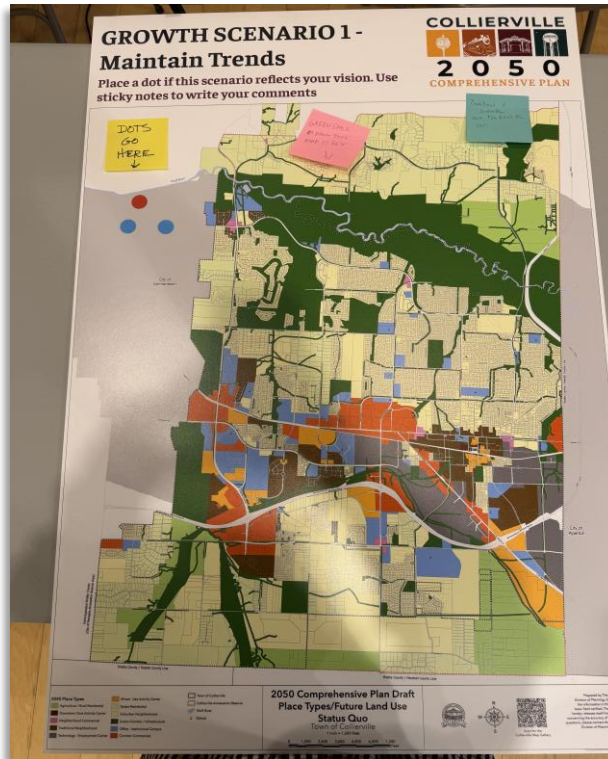
**Do these proposed placetypes reflect Collierville? Are any placetypes missing? What changes would you like to see?**

## **Key Takeaways:**

- Strong Support for Walkable, Mixed-Use Development
- Desire to Preserve Traditional Neighborhood Character
- Increased Demand for Recreation, Trails, & Green Space
- Need More Community Activity Centers
- Interest in Neighborhood-Serving Commercial
- More Entertainment & Gathering Spaces for Families & Teens



# LAND USE – GROWTH SCENARIOS



# LAND USE



## Development Scenario #1 – Status Quo

- "Green space from this map is best"
- "Traditional and suburban are best for us"



# LAND USE

## Development Scenario #2 – Moderate Growth

- "Prefer neighborhood shops, town offices in areas with neighborhoods and schools"
- "Affordable single family housing"
- "Prefer to keep plans that currently golf courses, green space vs more homes on that land"
- "Traffic needs to be considered before approving more mixed commercial areas"
- "Prefer keeping apartments away from core residential neighborhoods"
- "Like adding neighborhood commercial in this area"
- "Concerned about the traffic flow and infrastructure. Build responsibly. Also would like to see more mixed use sustainable trails and greenspaces."
- "Concern that visibility and traffic for mixed use at Windsor (Winchester?) extension. Still would be good for tech or office/inst."



# LAND USE

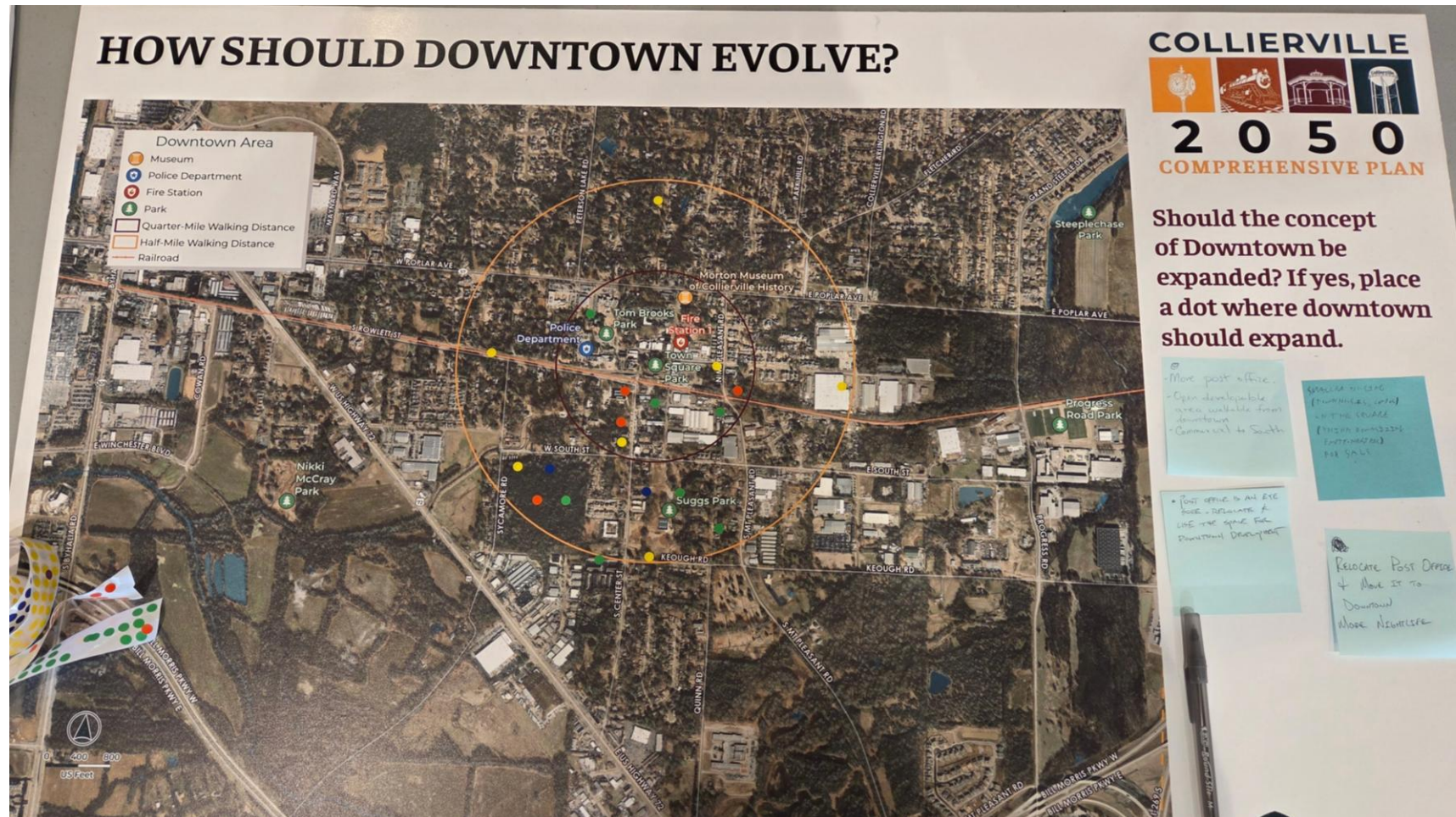


## Development Scenario #3 – Significant Growth

- "I like the traditional housing, but I would like corridor on 72 to be upgraded"
- "It makes sense to keep neighborhood commercial off of major roads that would be more dangerous to walk/bike to"
- "More houses under \$400,000 for teachers, fire fighters, police, nurses"
- "Positive growth maintaining a preservation ethic"
- "Affordable single family housing"
- "Green space from Map 1"



# ECONOMIC DEVELOPMENT



## Town of Collierville

# ECONOMIC DEVELOPMENT

**Where are certain types of development most appropriated in the Town's Future?**

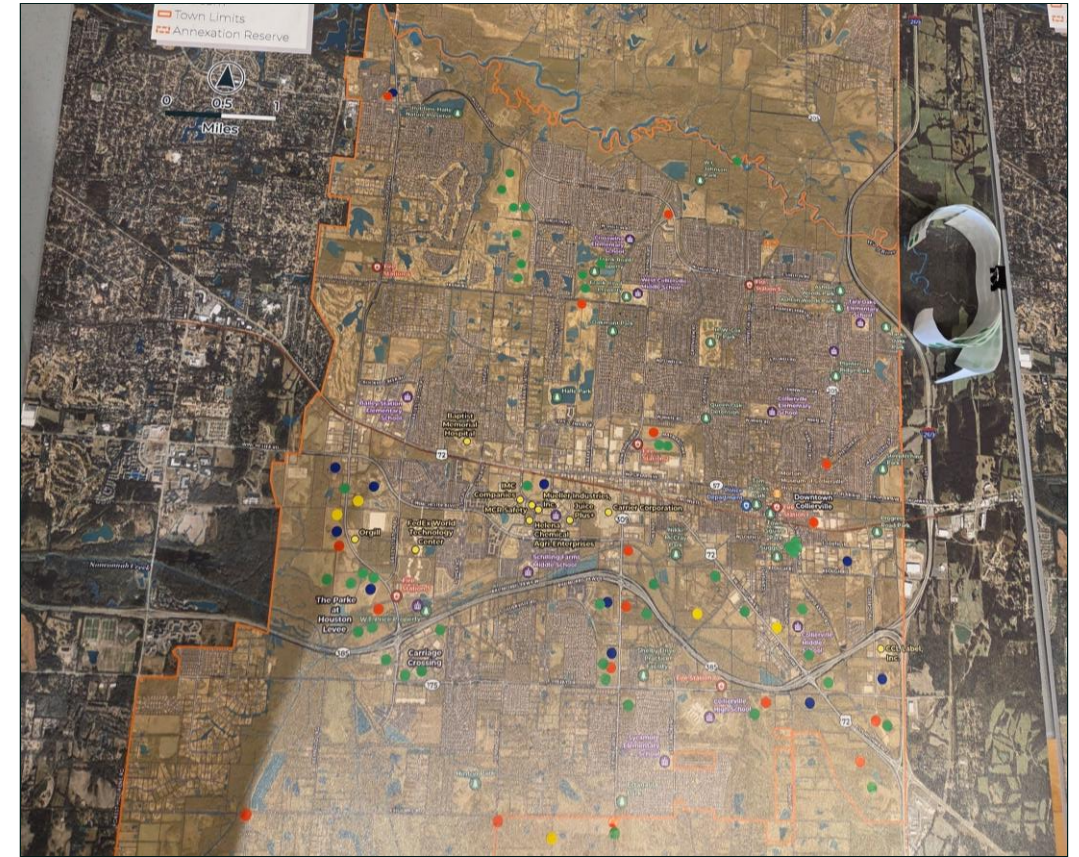
-  = Mixed-Use
-  = Technology/Employment Centers
-  = Corporate
-  = Retail/Entertainment



# ECONOMIC DEVELOPMENT

## What does this map tell us?

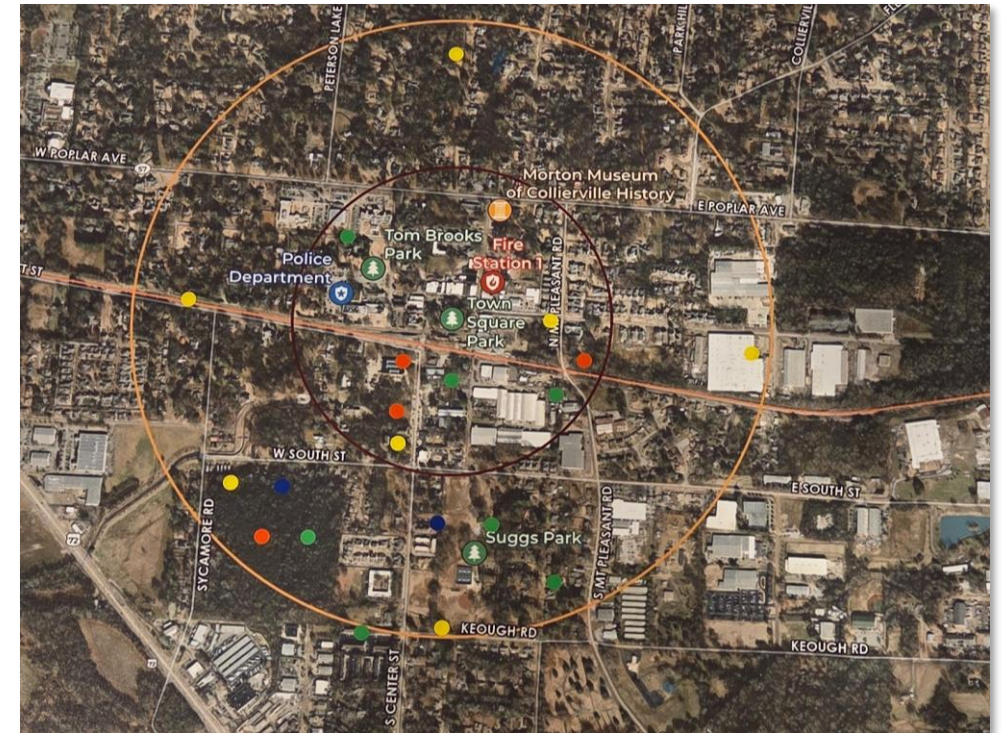
- Maintain a measured approach to growth that builds on what Collierville already does well.
- Recognize that housing affordability for young families is an economic development priority.
- Continue supporting traditional business recruitment and retention to generate tax revenue and diversify the tax base.
- Utilize incentives strategically to shape growth patterns and encourage desired development outcomes.
- Residents are generally supportive of mixed-use development throughout the community.



# ECONOMIC DEVELOPMENT

## How should Downtown evolve?

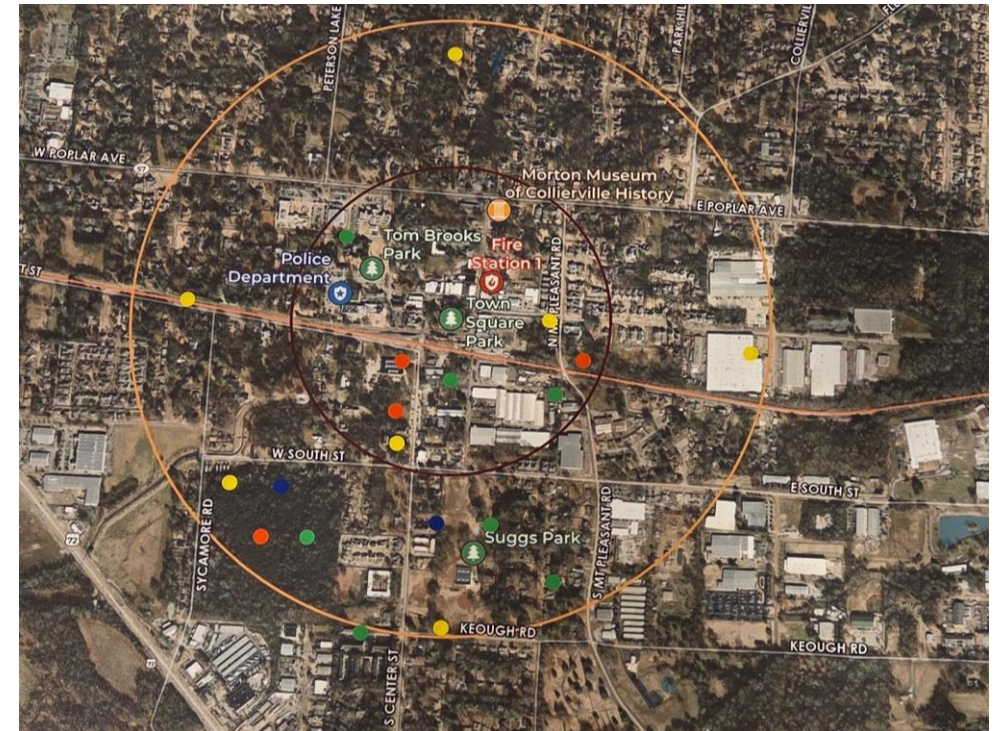
- Downtown parking conditions are already constrained and are expected to worsen as activity increases.
- Enhance pedestrian safety throughout downtown including improved sidewalks, handrails, traffic patterns, and railroad track crossings.
- Residents prefer small businesses and local entrepreneurship over big-box or large chain development.



# ECONOMIC DEVELOPMENT

## How should Downtown evolve?

- Support the expansion of downtown south of the railroad tracks to accommodate growth and strengthen overall district cohesion.
- Tom Brooks Park and the Historic High School Auditorium represent underutilized assets that should be better programmed and improved to enhance community use.



# TRANSPORTATION

COLLIERVILLE

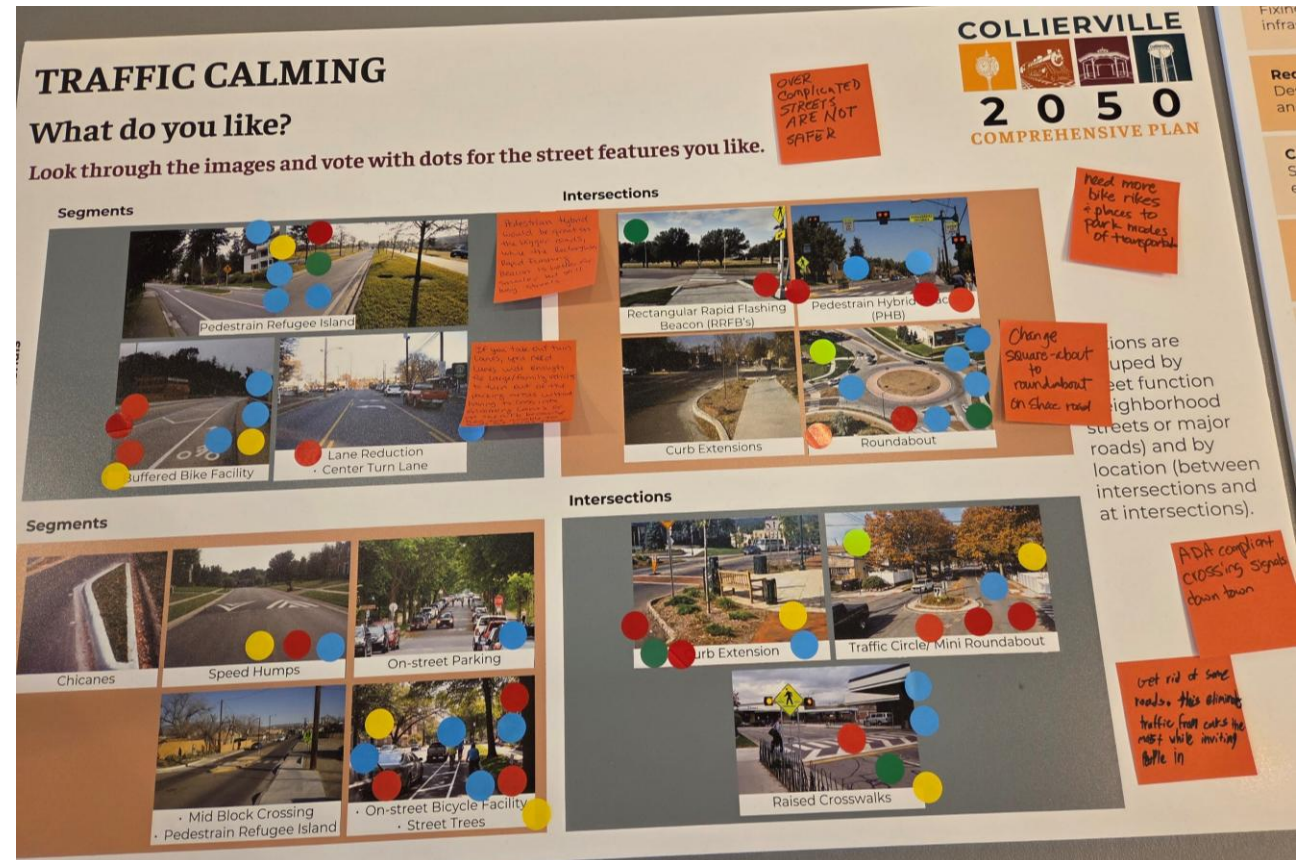


2050

COMPREHENSIVE PLAN

## Traffic Calming

- Strong preference for buffered bike facilities and pedestrian refuge islands along roadway segments
- Strong preference for on-street bike facilities and/or street trees
- Strong preference for roundabout intersections
- Subtle preference for mini-roundabouts or traffic circles in lieu of raised crosswalks



Town of Collierville

# TRANSPORTATION

## Transportation Visioning

Top 3 priorities:

1. Trails and Greenways
2. Maintaining and Improving Existing Roads
3. Connected Sidewalks (especially around parks and schools)

**TRANSPORTATION VISIONING**

COLLIERVILLE 2050 COMPREHENSIVE PLAN

Place dots on the top three priorities in the right-side boxes

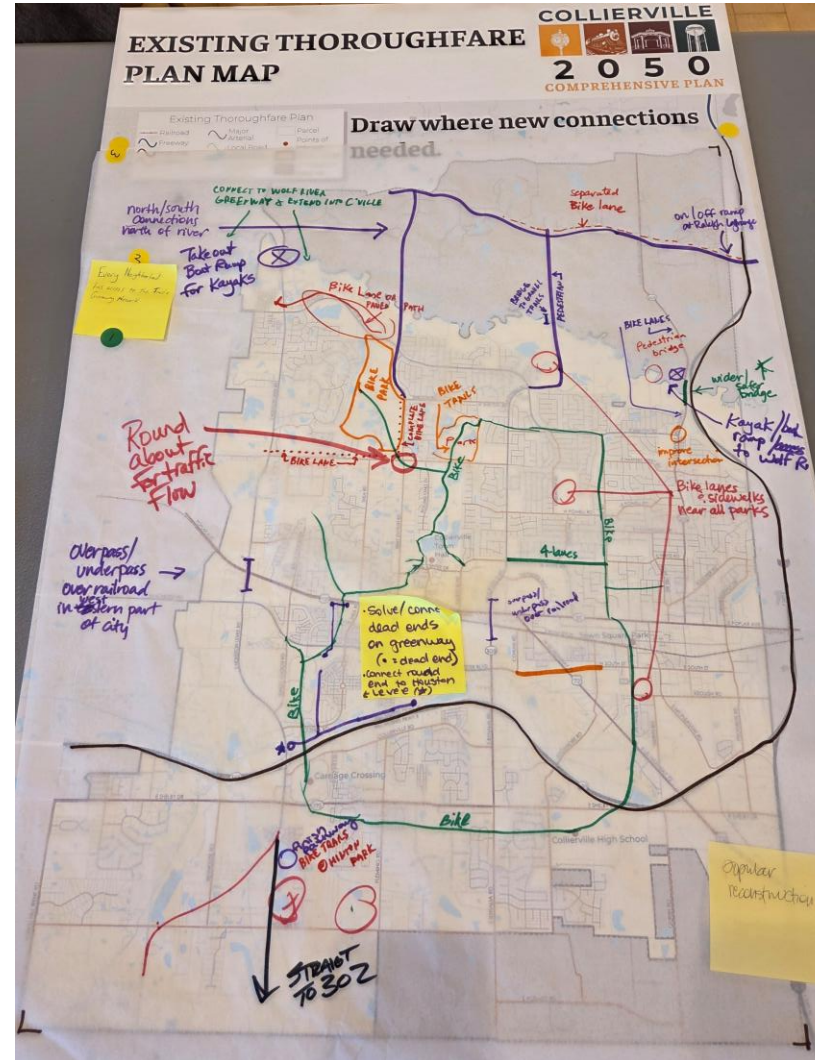
|                                                                                                                                                                                                   |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Traffic Congestion Relief</b><br>Reducing delay and backups on busy roads and at key intersections.                                                                                            |  |
| <b>Maintaining &amp; Improving Existing Roads</b><br>Fixing pavement, striping, lighting, and crossings before building new infrastructure.                                                       |  |
| <b>Reducing Crashes &amp; Improving Safety</b><br>Designing streets to lower crash risk and protect drivers, pedestrians, and cyclists.                                                           |  |
| <b>Connected Sidewalks</b><br>Sidewalks that are continuous, safe, accessible, and connect people to everyday destinations.                                                                       |  |
| <b>Trails &amp; Greenways</b><br>Off street walking and biking paths that connect neighborhoods, parks, and schools.                                                                              |  |
| <b>Better Crossings at Busy Streets</b><br>Helping people safely cross wide or high traffic roads.                                                                                                |  |
| <b>Transportation That Works for Youth &amp; Teens</b><br>Providing safe ways for young people to get around without always needing a ride.                                                       |  |
| <b>Safe Routes to Schools &amp; Parks</b><br>Making it easier and safer to reach places kids and families use every day.                                                                          |  |
| <b>Supporting Local Businesses &amp; Daily Travel</b><br>Ensuring streets and access support customers, employees, deliveries, and everyday trips without creating congestion or safety problems. |  |
| <b>Transportation That Fits Collierville's Character</b><br>Designing transportation that supports neighborhoods, protects the small town feel, and avoids highway style streets.                 |  |

Town of Collierville

# TRANSPORTATION

## Thoroughfare Map

- Bike loop connecting key locations and existing areas with bike infrastructure
- Grade-separated railroad crossings
- Bike lanes and sidewalks near all parks
- Enhanced bike and pedestrian access to natural amenities to the north of Wolf River
- Alternative routes to Poplar



# SPECIAL PLANNING AREAS

COLLIERVILLE



2050

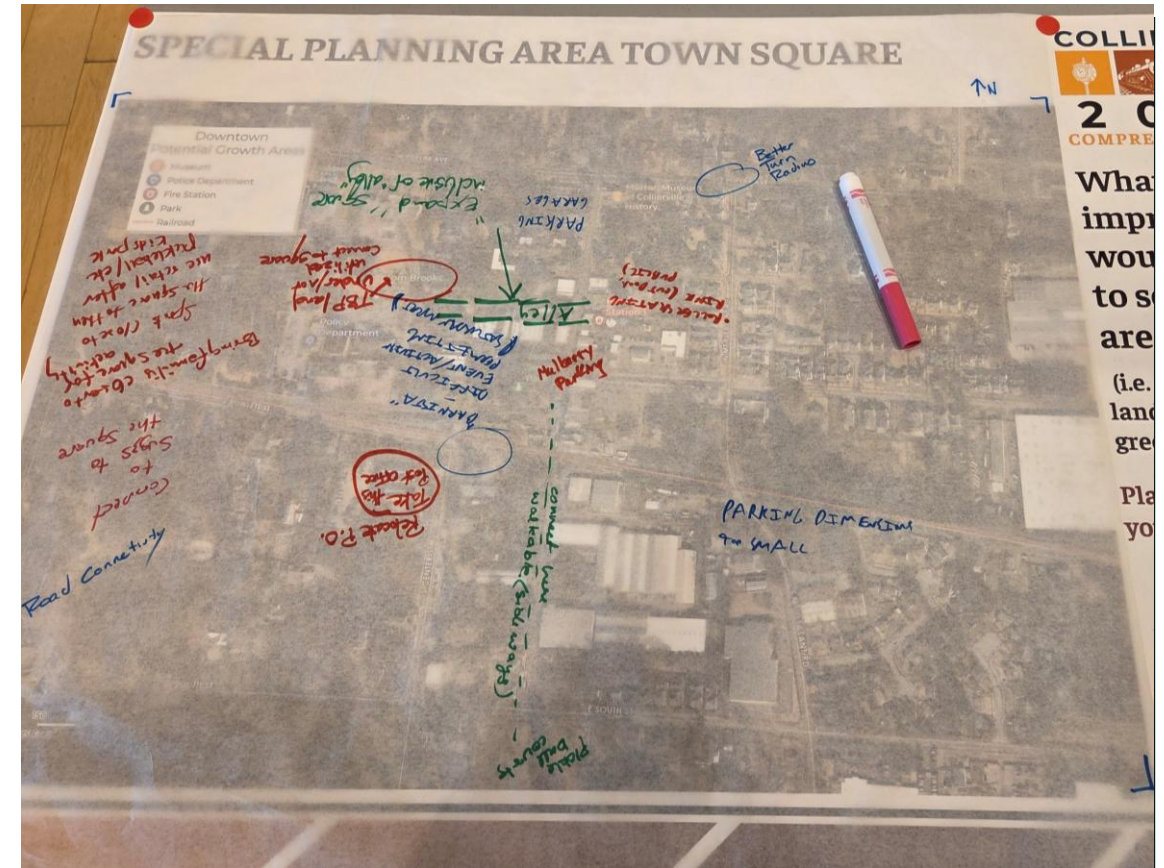
COMPREHENSIVE PLAN



Town of Collierville

A graphic for the Collierville 2050 Comprehensive Plan. At the top, the word "COLLIERVILLE" is written in large, bold, dark blue capital letters. Below it is a row of four square icons: an orange square with a white clock tower, a brown square with a white steam locomotive, a purple square with a white gazebo, and a dark blue square with a white water tower. Below these icons are the large black numbers "2050". At the bottom, the words "COMPREHENSIVE PLAN" are written in bold, orange capital letters.

- Not too many changes desired – people love the square, and want to see it continue to thrive
- Expansion of this type of downtown character into adjacent areas is desirable
- Parking dimensions and availability may continue to be issues



# TOWN SQUARE WALKING TOUR



# TOWN SQUARE WALKING TOUR

## Key Takeaways

- Strengthen the Square as a Community Destination
- Improve Pedestrian Safety and Walkability
- Encourage More Active Ground-Floor Uses
- Address Parking Through Better Management and Wayfinding
- Support Thoughtful Growth While Supporting Character
- Build Long-Term Partnerships for Infrastructure and Maintenance



Inconsistent streetscape amenities/infrastructure



Missing sidewalk connections



Underutilized buildings/lots



ADA/accessibility & safety concerns

# TOWN SQUARE WALKING TOUR

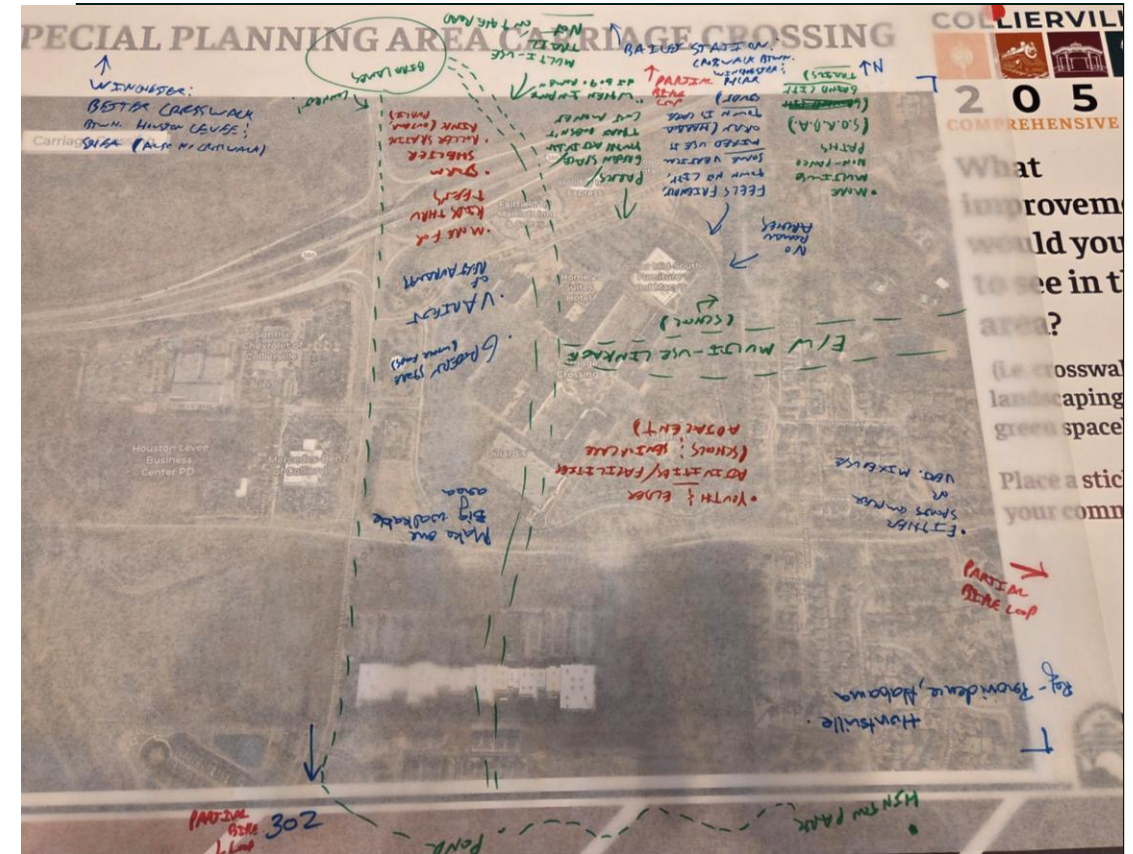


- Expand **mixed-use** and **upper-floor residential** development
- Encourage **active ground-floor** retail and dining rather than office uses
- Support **adaptive reuse** of historic and **underutilized** buildings
- Improve **railroad crossing safety**
- Enhance sidewalks, **ADA** accessibility
- Introduce **traffic-calming** measures and safer crossings
- Improve **pedestrian connections** between destinations
- Improve **parking wayfinding** and public awareness
- Enhance public gathering spaces and **streetscape amenities**
- Preserve **historic character** and **cultural assets**
- Expand signage, gateways, and **branding** elements
- Clarify and strengthen streetscape and sidewalk **maintenance responsibilities**
- Explore **funding tools** for downtown improvements
- Coordinate with **railroad stakeholders** on safety and infrastructure
- Enhance amenities and programming at **Tom Brooks Park** and **Historic High School**



The logo for the Collerville 2050 Comprehensive Plan. It features the word "COLLIERVILLE" in a large, bold, teal sans-serif font at the top. Below it are four square icons in a row: an orange square with a white clock tower, a brown square with a white steam locomotive, a maroon square with a white gazebo, and a dark teal square with a white water tower. Below the icons are the large black numbers "2050". At the bottom, the words "COMPREHENSIVE PLAN" are written in a bold, orange sans-serif font.

- Connecting bike/pedestrian infrastructure north and south of the Mall
- Increase variety of businesses – numerous questions about or desires to see a mixed-use future
- Public and outdoor amenities like skating rinks or skate parks – things for young people and families that are low- or no-cost
- Architectural and aesthetic enhancements



# CHS STUDENT WORKSHOP

COLLIERVILLE



2050

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# CHS STUDENT WORKSHOP

## Site Study Results

- Carriage Crossing is safe and clean, but could use some aesthetic enhancements
- People can generally navigate from place to place well
- Carriage Crossing does not have many of the events or activities people want, nor the stores, nor reasons to hang out leisurely
- Carriage Crossing is friendly to most people, but not very accommodating of teens and young adults

| Study the Site                                        | Envision the Future                                                                                                                           |
|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>"Carriage Crossing..."</b> Agree Disagree          | What is your favorite thing about Carriage Crossing that you hope never changes?                                                              |
| Is generally attractive                               |                                                                                                                                               |
| Feels safe                                            |                                                                                                                                               |
| Is kept clean and maintained                          |                                                                                                                                               |
| Has seating, shade, water fountains, trash cans, etc. |                                                                                                                                               |
| <b>"In Carriage Crossing, I..."</b> Agree Disagree    | What improvements to the physical environment (outside of the buildings) would make Carriage Crossing a better place to hang out?             |
| Can see long distances                                |                                                                                                                                               |
| Can walk from place to place                          |                                                                                                                                               |
| Can use signs to navigate                             |                                                                                                                                               |
| Can ride bikes, skates, etc.                          |                                                                                                                                               |
| <b>"Carriage Crossing has..."</b> Agree Disagree      | What are some short-term improvements that can be quickly built or installed that would improve the experience of visiting Carriage Crossing? |
| Shops and restaurants I want                          |                                                                                                                                               |
| Events and gatherings I want                          |                                                                                                                                               |
| Lots of activity across the day                       |                                                                                                                                               |
| Reasons to hang out leisurely                         |                                                                                                                                               |
| <b>"Carriage Crossing welcomes..."</b> Agree Disagree | Who should champion changes and improvements at Carriage Crossing? (consider partnerships, businesses, and other organizations)               |
| Individuals                                           |                                                                                                                                               |
| People in groups                                      |                                                                                                                                               |
| Children, seniors, people with disabilities           |                                                                                                                                               |
| Teenagers and young adults                            |                                                                                                                                               |



# Scenario Creation

## COMPREHENSIVE PLAN



## Town of Collierville

# Scenario Creation



# CHS STUDENT WORKSHOP

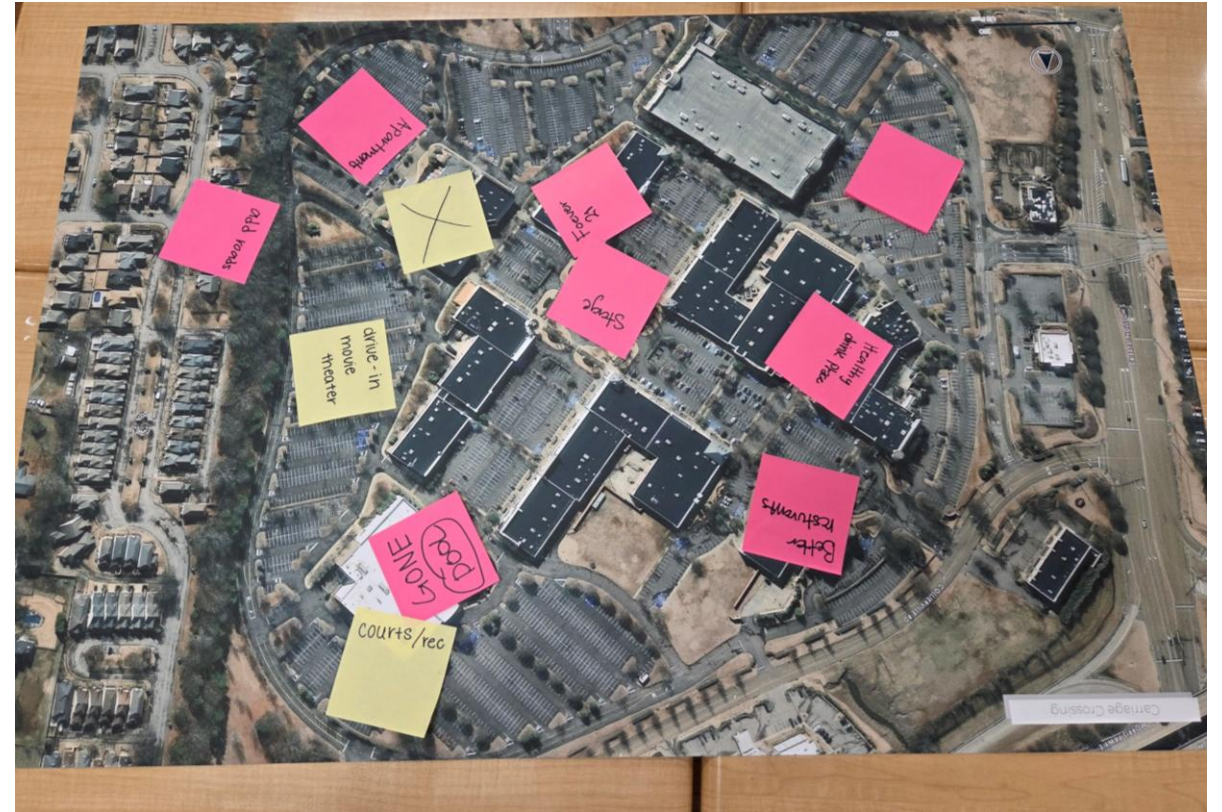
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## Scenario Creation



Town of Collierville

# CHS STUDENT WORKSHOP



# Scenario Creation



# CHS STUDENT WORKSHOP

# Scenario Creation

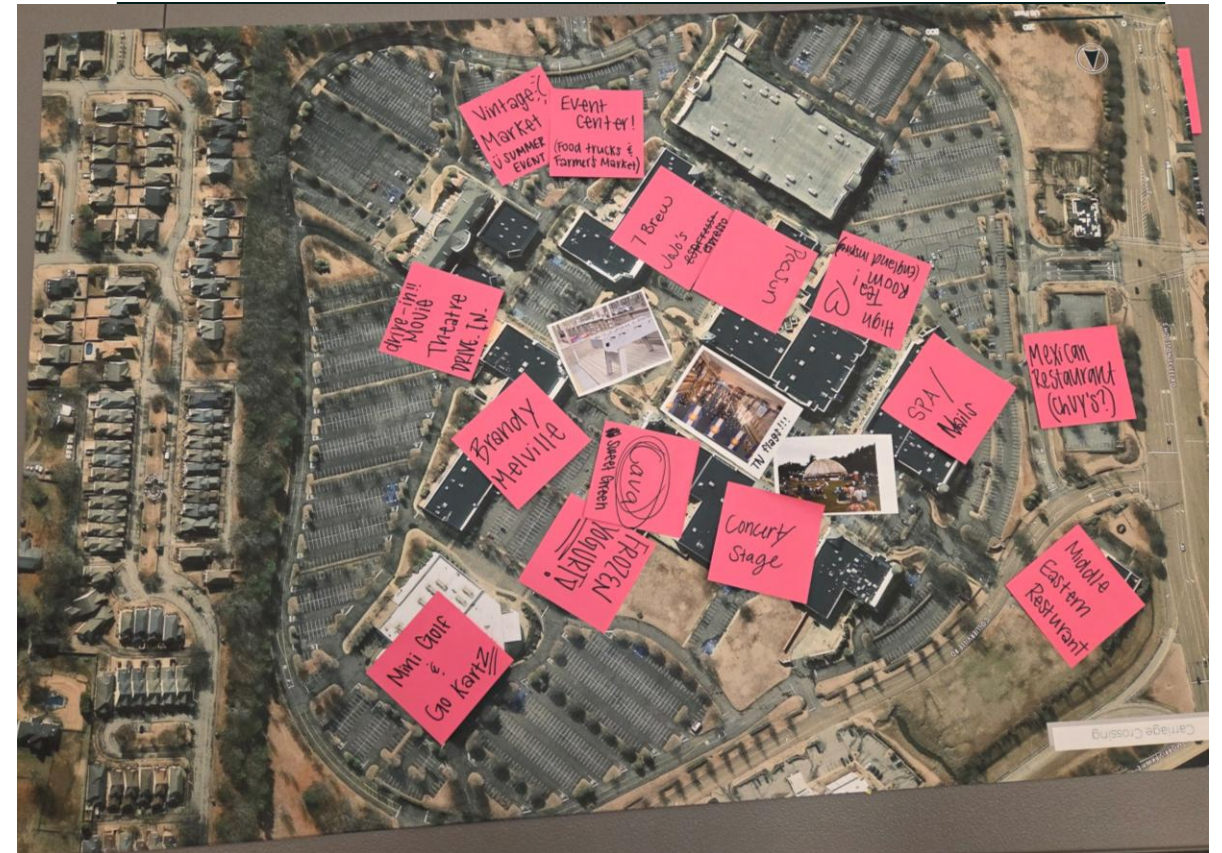
- 6 Scenarios
- Common themes included:
  - The creation of a stage or some kind of **central gathering** site, in which major events are hosted like concerts, summer movie nights, etc.
  - **Bold reuse strategies** for some exterior parking like a drive in theatre or a water park
  - Space for **pop-ups or business incubators** to test what might do well at Carriage Crossing long-term



# CHS STUDENT WORKSHOP

# Scenario Creation

- Simple **beautification** and enhancement (reactivate fountains, improve architectural coherence, more colorful landscaping, etc.)
- **Greater variety** of shops and restaurants, to include those that target a younger demographic
- **Converting interior parking space** to better uses like lawns and plazas, decorating those spaces with enhancements like string lights



# LET'S CHECK IN!

- Does this feel like the right direction?
- Are there any adjustments that would improve this approach?



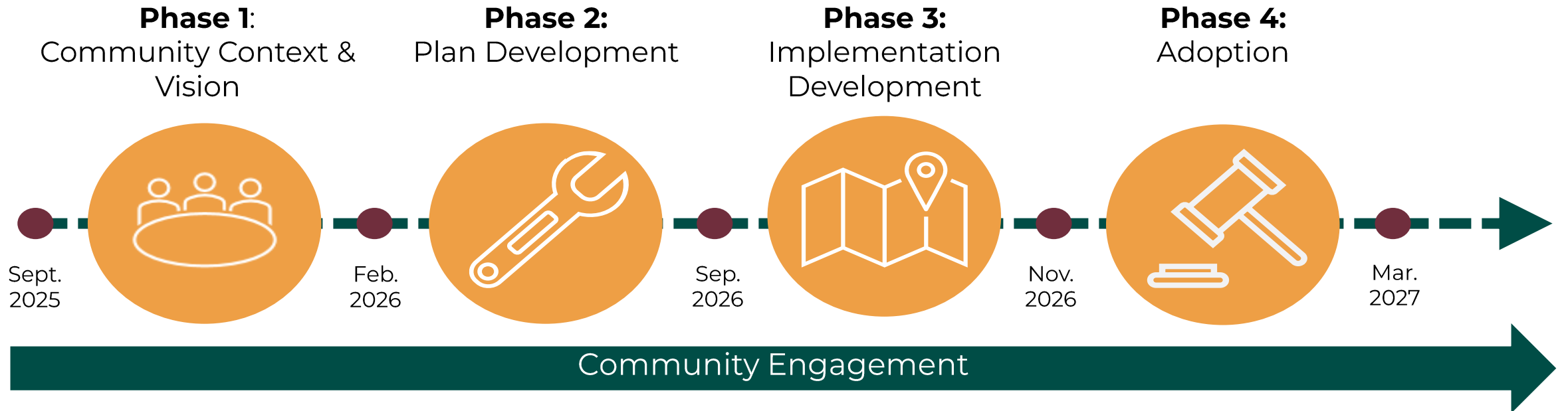


# NEXT STEPS



Town of Collierville

# PROJECT TIMELINE



# PUBLIC ENGAGEMENT

## IN - PERSON

**1** Kick-off Meeting and Tour

**6** In-Person (3) & Virtual (3) Public Engagement Events

**3** Meeting Kits

**10+** Steering Committee Meetings

**1** Multi-day Design Charette

**4** Pop-Up Events



## VIRTUAL

Online Surveys

Website/Social Content

Engagement Reports



Town of Collierville



**THANK  
YOU!**



**Stay up to date by regularly  
visiting our project website!**

[colliervilletn.gov/GetOnBoard](http://colliervilletn.gov/GetOnBoard)