

COLLIERVILLE



2050

COMPREHENSIVE PLAN

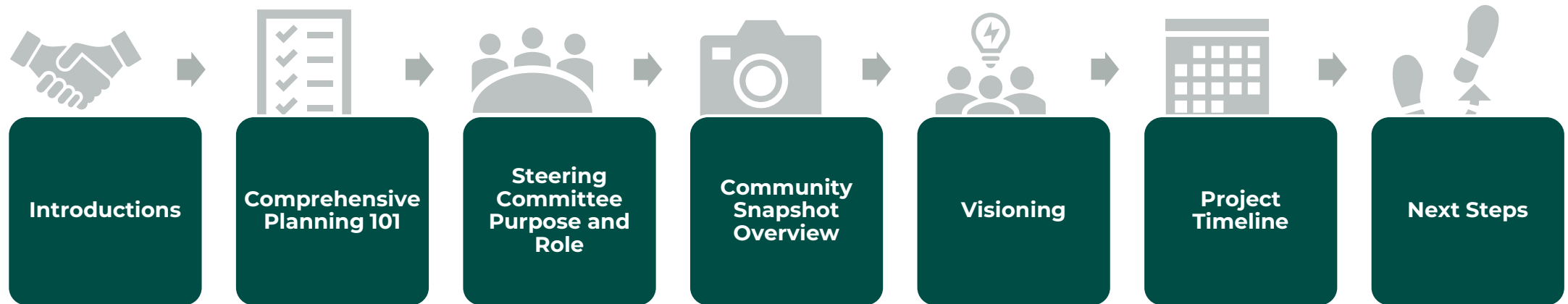
Steering Committee Meeting #1

December 15, 2025



Town of Collierville

AGENDA





INTRODUCTIONS



Town of Collierville

INTRODUCTIONS



**Dawn Thomas,
AICP**

Project
Manager



**Danny Wilson,
AICP, ISA**

Assistant
Project
Manager



**Liz Hanson,
AICP**

Project
Planner

INTRODUCTIONS



Edward Henley

Citizen
Engagement



**Atheeni
Eacharath**

Citizen
Engagement



Sam Milton

Citizen
Engagement

INTRODUCTIONS



**Peter
Kauffmann, PE,
AICP**
Transportation



Travis James
Economic
Development



YOUR TURN!



Comprehensive Plan Steering Committee

Introduce yourself and tell us...

- What is the **postcard image** (e.g., location, event, building) in Collierville you share with visiting friends and family?
- What is your **third place** (where do you spend your time that is not home or work)?



GROUND RULES



Think Creatively



Consider public input



Work for the Town's best interest



Discuss respectfully



Be willing to come to consensus



Be prepared for meetings





COMPREHENSIVE PLANNING

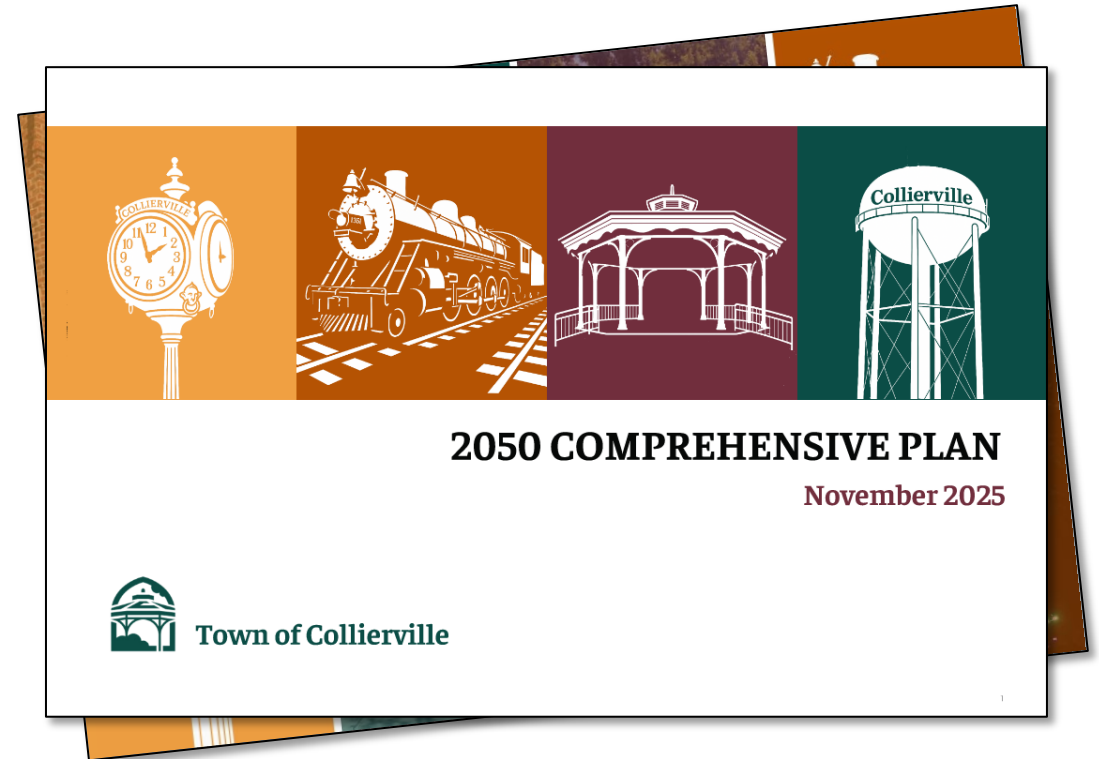


Town of Collierville

WHAT IS A COMPREHENSIVE PLAN?



long-range
community-driven
vision



WHY A COMPREHENSIVE PLAN?



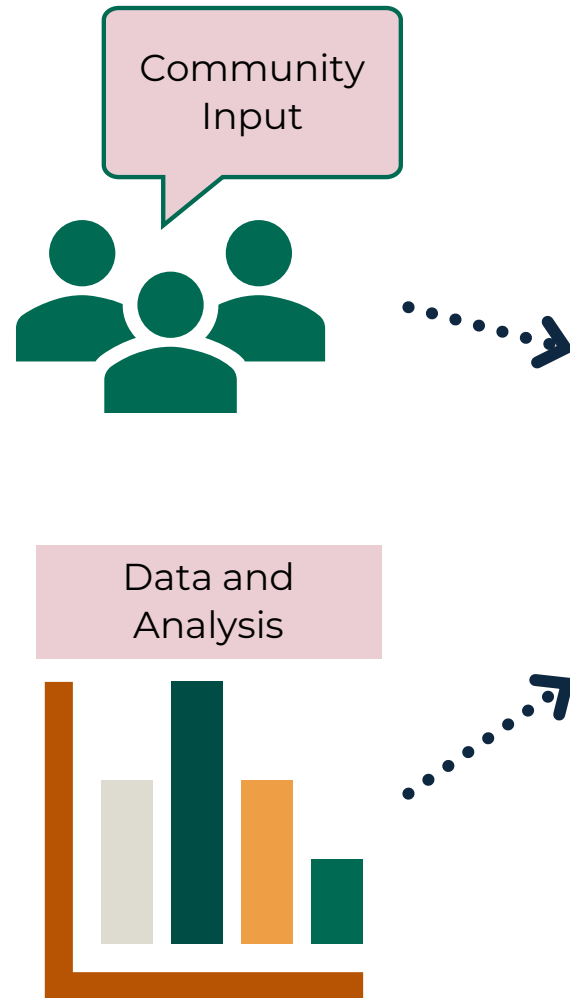
**Establish a
Blueprint**

Give Direction

Create a Vision



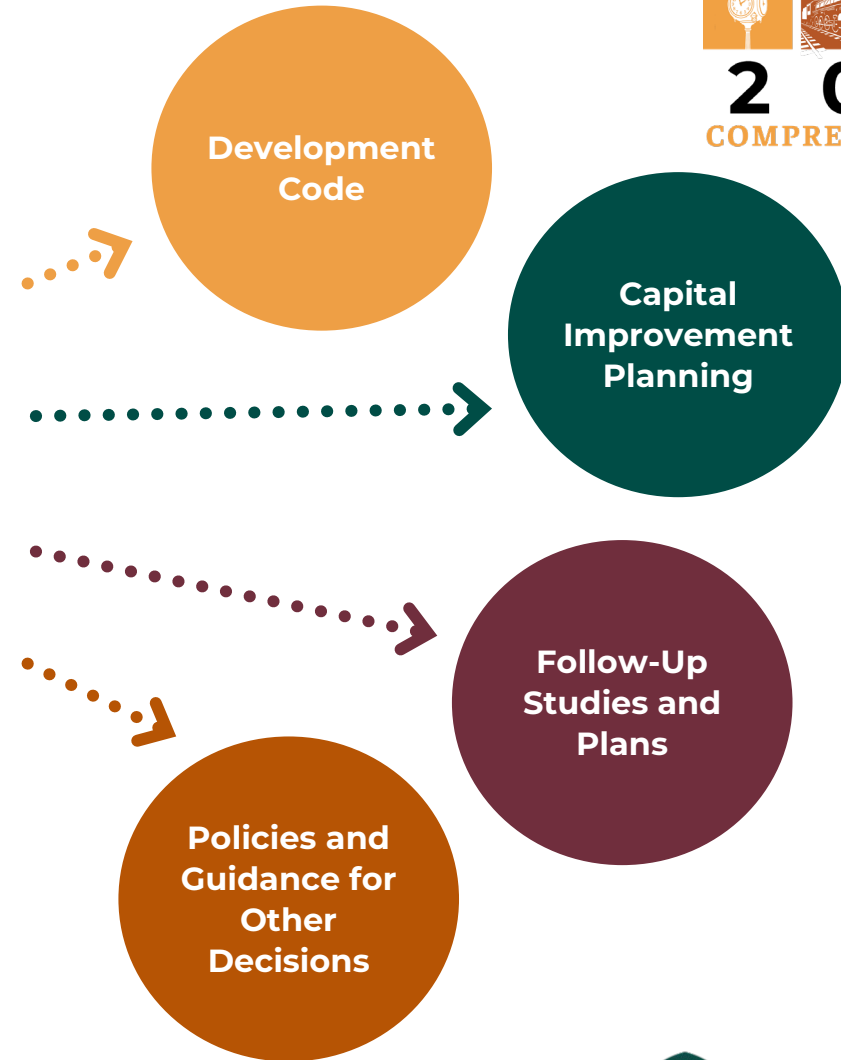
Town of Collierville



COLLIERVILLE

2050

COMPREHENSIVE PLAN



WHAT'S IN THE PLAN?



Community
Snapshot



Housing and
Neighborhoods



Community
Visioning



Economic
Development Strategy



Land Use Plan



Recreation and
Natural Environment



Transportation and
Mobility



Utilities, Public
Services and Facilities



Livability, Community
Character and Growth



Implementation

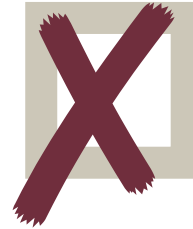


POLICY VS REGULATION



A Comp Plan IS:

- A reflection of the community's vision.
- A guide for Town policies and decisions.
- A tool for zoning and land use decisions.
- The basis for subsequent ordinances and Capital Improvement Plans.



A Comp Plan IS NOT:

- Legally binding.
- A zoning or land use ordinance.
- A method to directly change Town operations and maintenance.
- Meant to sit on a shelf.



POLICY VS REGULATION

Future Land Use	Zoning
Attributes	
• Character- or pattern-based • General • Non-regulatory	• Use-based and form-based • Specific • Regulatory
Purpose	
• Guides policymakers • Provides reference for future land use policies • Informs new zoning regulations and development applications	• Guides landowners through development • Achieves desired land use patterns and aesthetic character • Implements the Comprehensive Plan





STEERING COMMITTEE ROLE



Town of Collierville

STEERING COMMITTEE ROLES



Serve as champions for the Plan and planning process



Attend meetings and community events, if possible



Encourage fellow residents to get involved



Guide and inform the plan's development



Ensure the process and recommendations are aligned with the Collierville's needs and vision



Provide feedback on the best ways to engage the community



MONTHLY MEETINGS

2025	2026							
DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
 Photo Journal Activity #1	 Meeting Kit Intro	 Demographic Research	 First Content Delivery	 Photo Journal Activity #2	 Multi-Day Charrette	 Prioritization and Tradeoffs Exercise	 Parks and Recreation Review	 Implementation
 Survey Promotion			 Vision and Guiding Principles	 Charrette Recruitment	 Land Use Dashboards	 Prioritization and Tradeoffs: Feedback Gathering	 Photo Journal Activity #3	



MEETING KITS - JANUARY



Presentation



Visioning Activities



Facilitator Guide





COMMUNITY SNAPSHOT



Town of Collierville

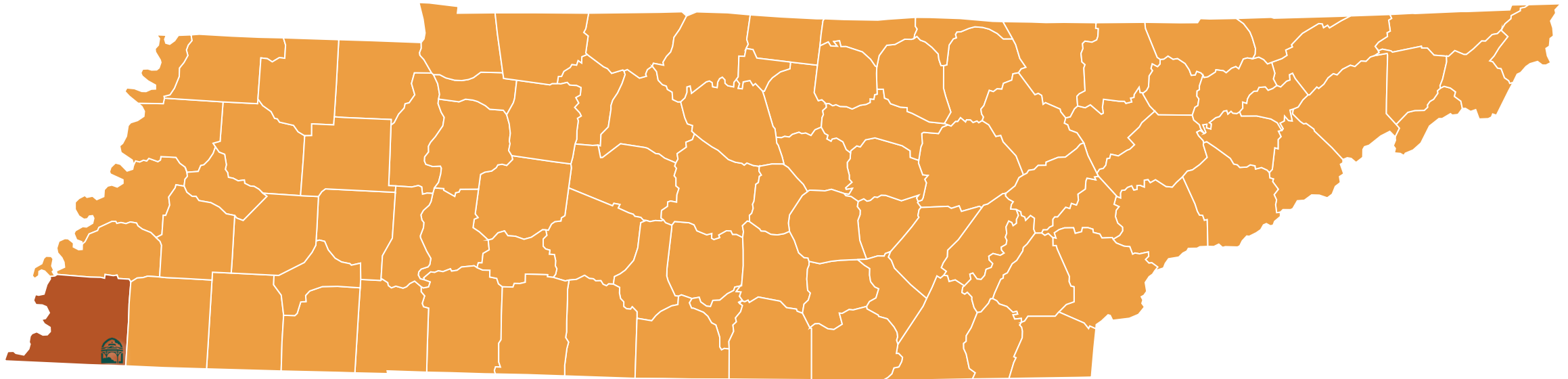
POPULATION

COLLIERVILLE



2050

COMPREHENSIVE PLAN



2025 Population

7,245,884*

911,676*

51,146**

Median Age

39.8

37.6

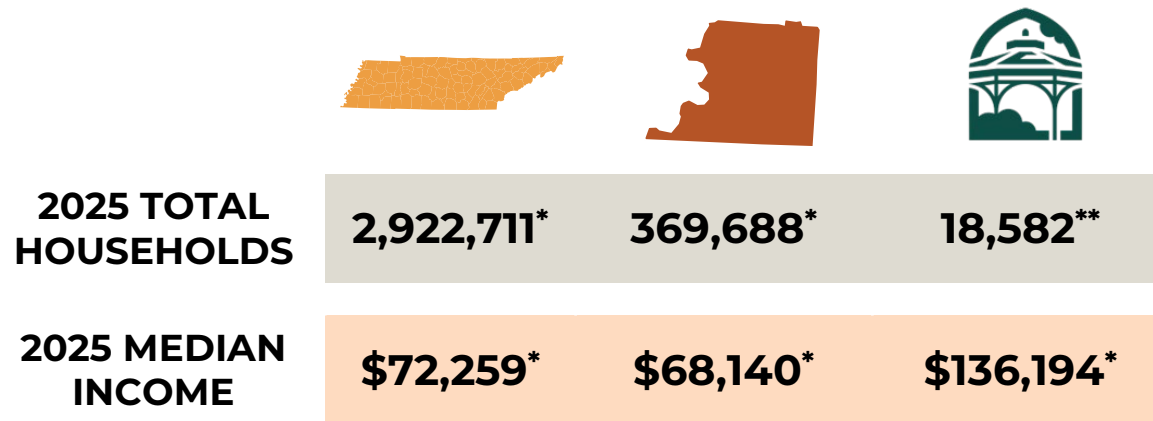
41.2

Source: *ESRI Business Analyst; **Town Provided Estimates



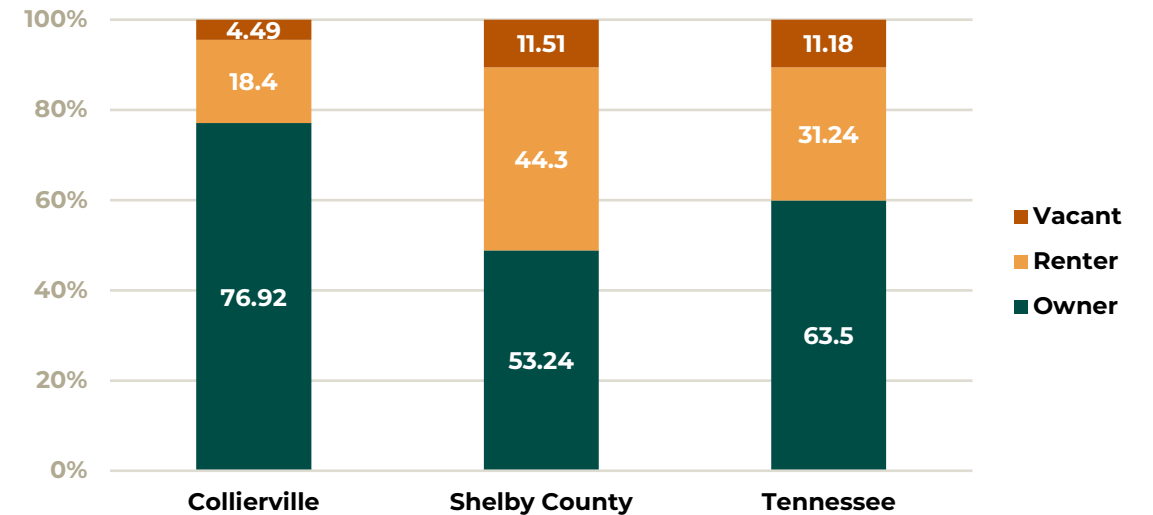
Town of Collierville

HOUSING



Source: *ESRI Business Analyst; **Town Provided Estimates

Housing Tenure



Source: ACS 5-Year, 2019-2023



EDUCATION

Level of Education Attained

	High School Diploma	Some College	Associate's Degree	Prof. School Degree	Bachelor's Degree	Advanced Degree
	25.91%	20.02%	7.81%	1.89%	19.01%	9.49%
	23.86%	21.60%	6.59%	2.42%	20.10%	11.64%
	11.15%	16.49%	5.54%	3.77%	35.67%	21.17%

Source: ACS 5-Year, 2019-2023



TRANSPORTATION

Commute Mode of Transportation

	Worked At Home	Drove Alone	Carpooled	Walked	Bicycle	Public Transit	Other Means
	12.84%	87.16%	9.49%	1.39%	0.12%	1.04%	1.25%
	10.37%	86.47%	10.07%	1.39%	0.13%	1.20%	1.33%
	23.97%	90.37%	7.64%	0.33%	0.00%	0.00%	1.67%

Each % is separate, respondents could select more than one mode. Source: ACS 5-Year, 2019-2023





VISIONING



Town of Collierville

SWOT ANALYSIS



menti.com
9793 8868



INTERNAL

STRENGTHS

S

What Collierville Does Best

WEAKNESSES

W

Areas for Improvement

OPPORTUNITIES

O

A Need You Can Provide
A Trend You Can Leverage

THREATS

T

What Collierville Needs to Get in
Front of or Work Around

EXTERNAL

NEGATIVE

POSITIVE

VISIONING ACTIVITY

COLLIERVILLE



2050

COMPREHENSIVE PLAN

- Think of the youngest person that you care about.
- What do you want the Town to look like for them in 20 years?



menti.com
9793 8868



Town of Collierville



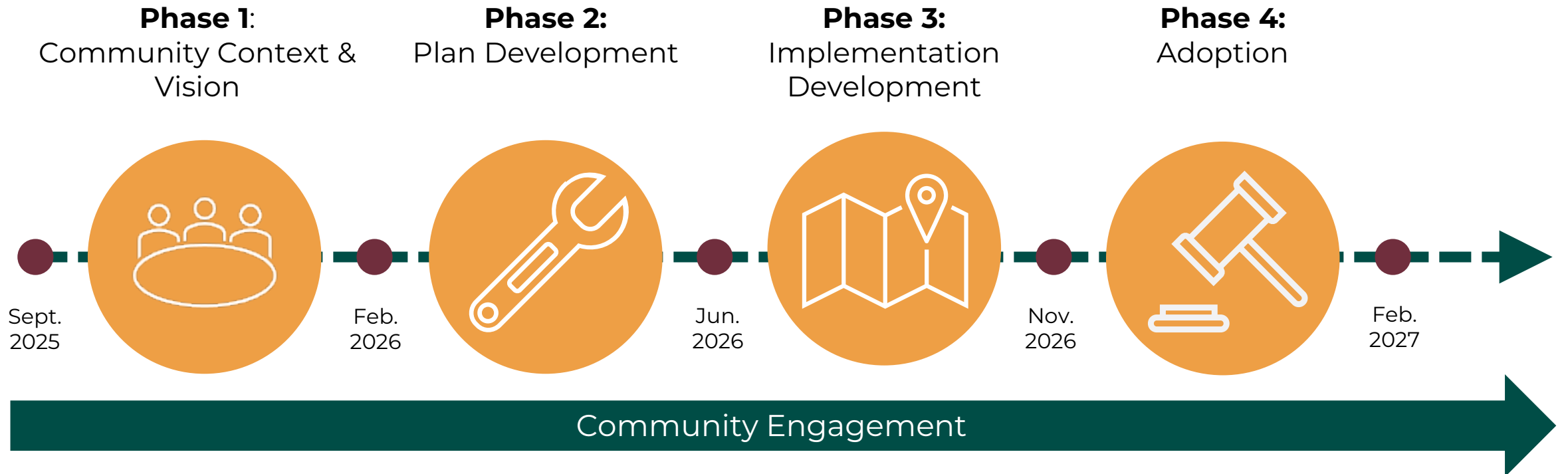


PROJECT TIMELINE



Town of Collierville

PROJECT TIMELINE



Town of Collierville

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

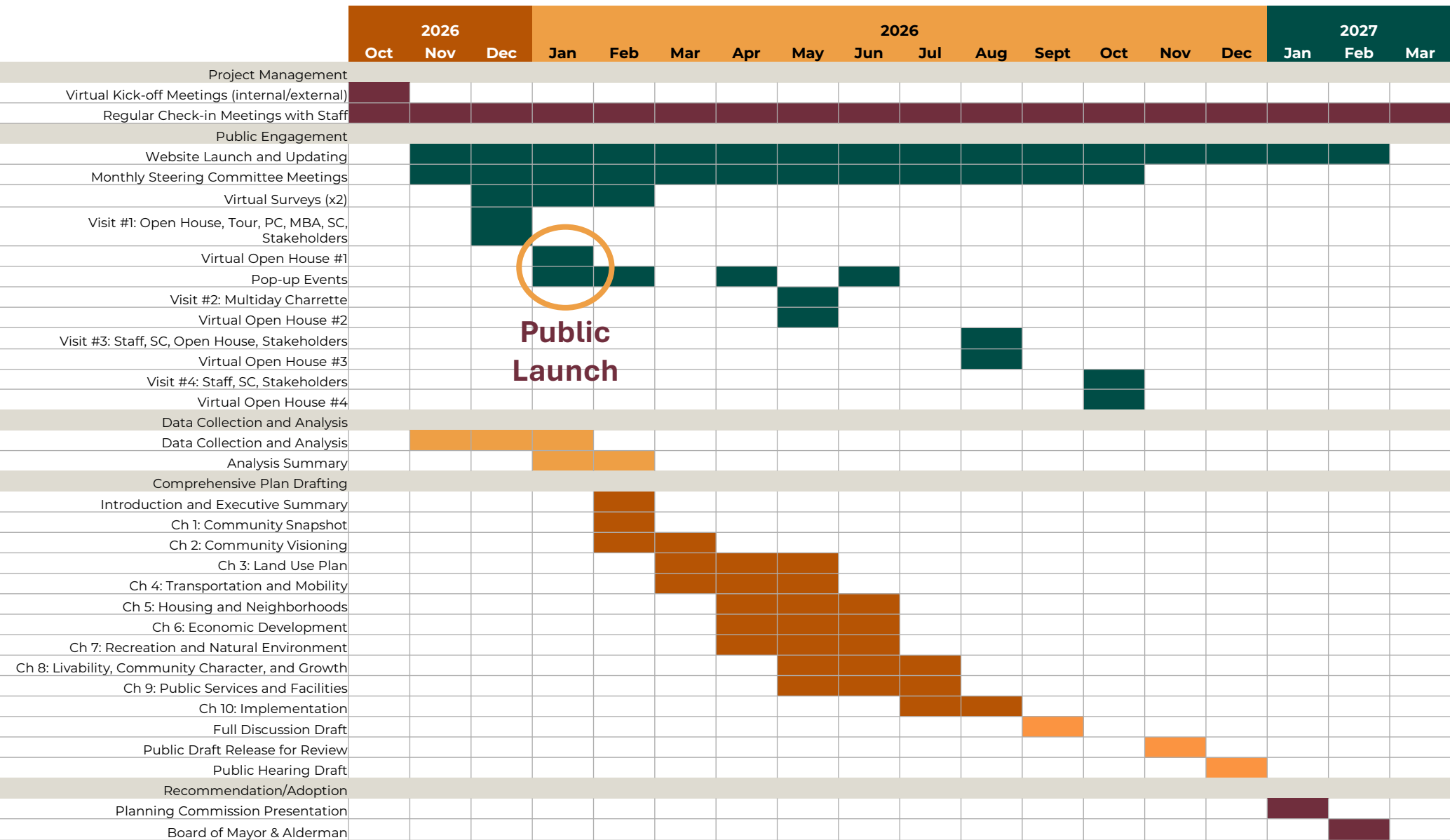
	2026			2026												2027		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Project Management																		
Virtual Kick-off Meetings (internal/external)																		
Regular Check-in Meetings with Staff																		
Public Engagement																		
Website Launch and Updating																		
Monthly Steering Committee Meetings																		
Virtual Surveys (x2)																		
Visit #1: Open House, Tour, PC, MBA, SC, Stakeholders																		
Virtual Open House #1																		
Pop-up Events																		
Visit #2: Multiday Charrette																		
Virtual Open House #2																		
Visit #3: Staff, SC, Open House, Stakeholders																		
Virtual Open House #3																		
Visit #4: Staff, SC, Stakeholders																		
Virtual Open House #4																		
Data Collection and Analysis																		
Data Collection and Analysis																		
Analysis Summary																		
Comprehensive Plan Drafting																		
Introduction and Executive Summary																		
Ch 1: Community Snapshot																		
Ch 2: Community Visioning																		
Ch 3: Land Use Plan																		
Ch 4: Transportation and Mobility																		
Ch 5: Housing and Neighborhoods																		
Ch 6: Economic Development																		
Ch 7: Recreation and Natural Environment																		
Ch 8: Livability, Community Character, and Growth																		
Ch 9: Public Services and Facilities																		
Ch 10: Implementation																		
Full Discussion Draft																		
Public Draft Release for Review																		
Public Hearing Draft																		
Recommendation/Adoption																		
Planning Commission Presentation																		
Board of Mayor & Alderman																		

COLLIERVILLE

2050

COMPREHENSIVE PLAN

PROJECT SCHEDULE



Public
Launch

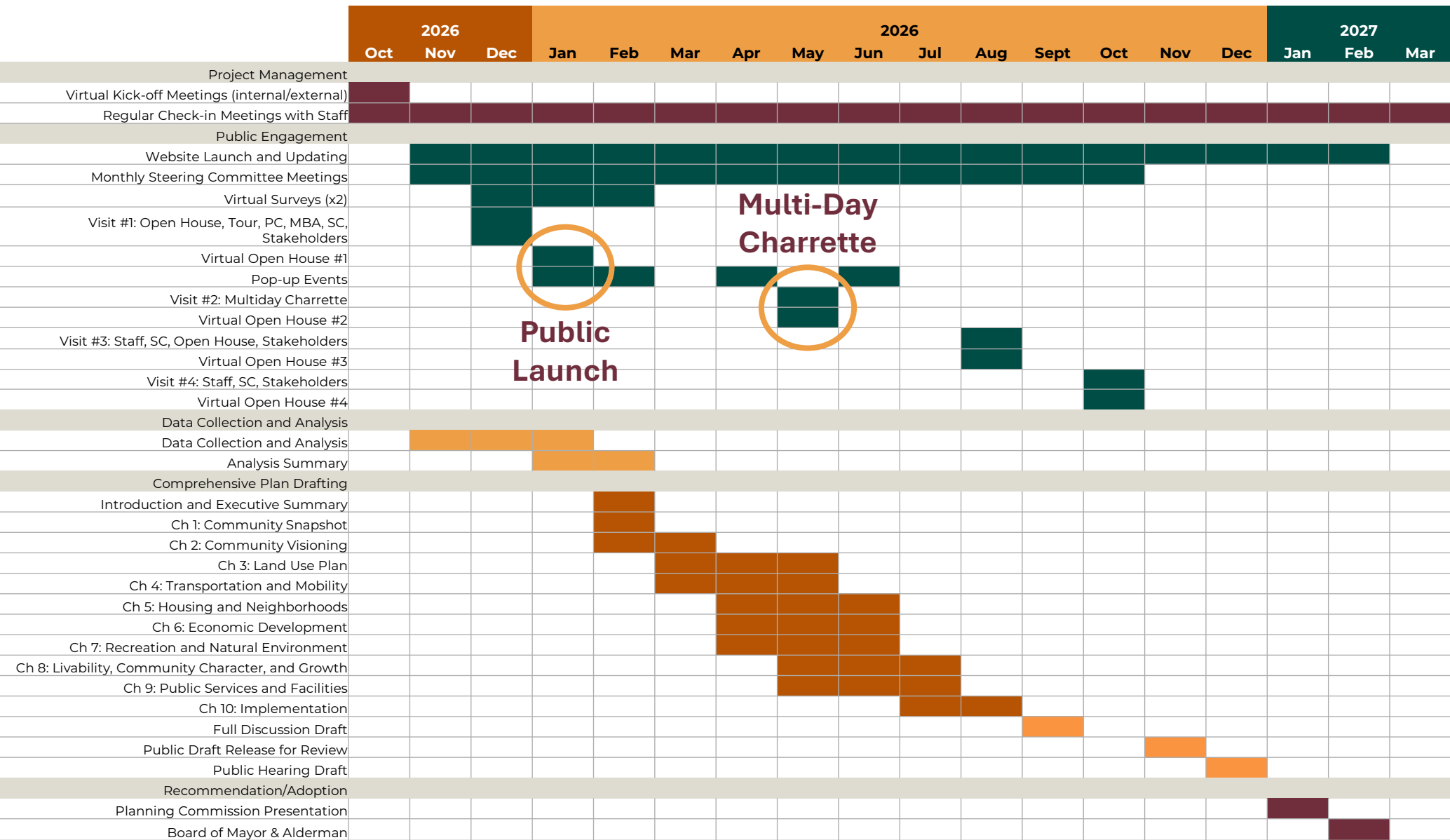
COLLIERVILLE

2050

COMPREHENSIVE PLAN

PROJECT
SCHEDULE





Multi-Day
Charrette

Public
Launch

COLLIERVILLE



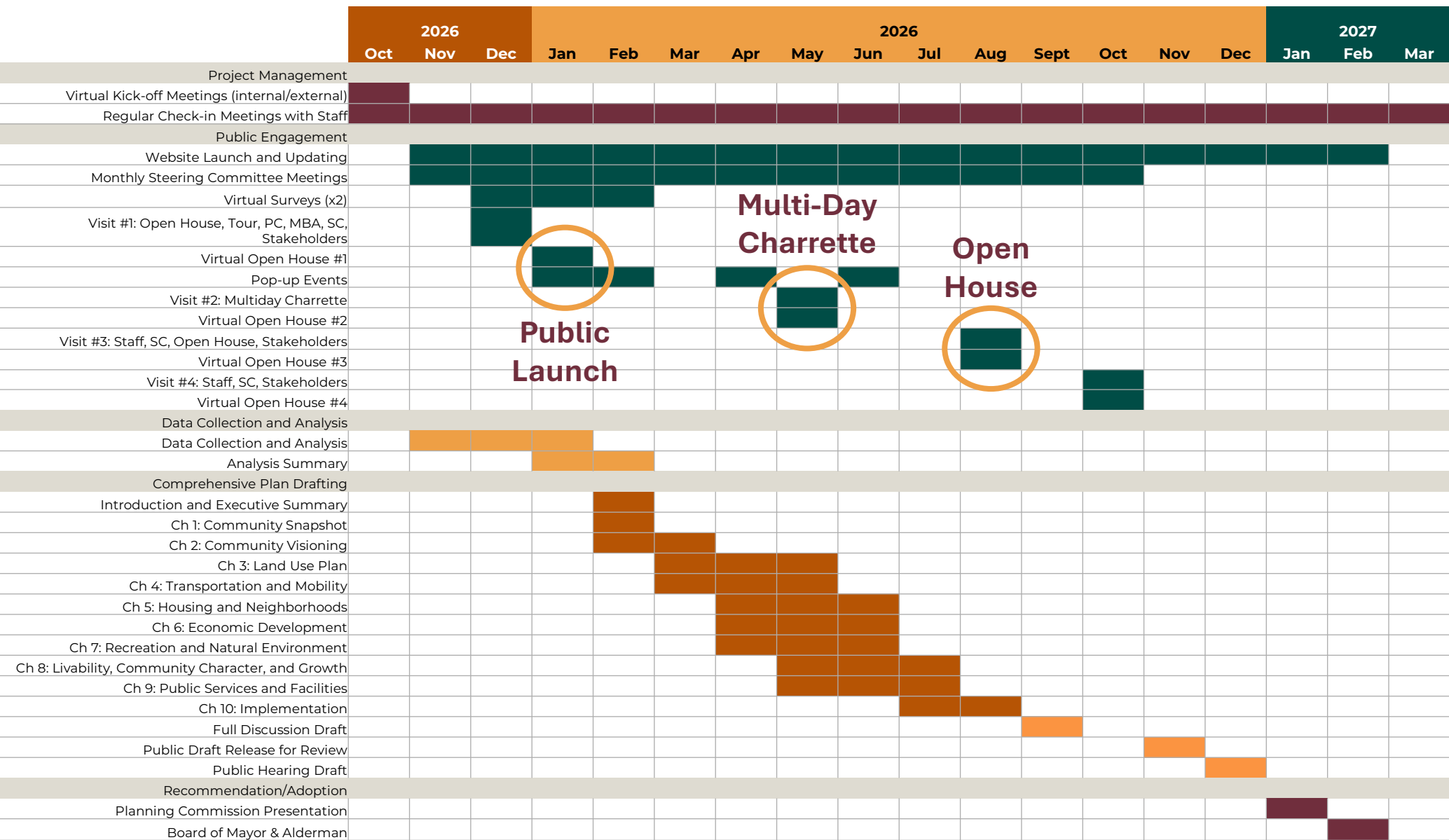



2050

COMPREHENSIVE PLAN

PROJECT
SCHEDULE



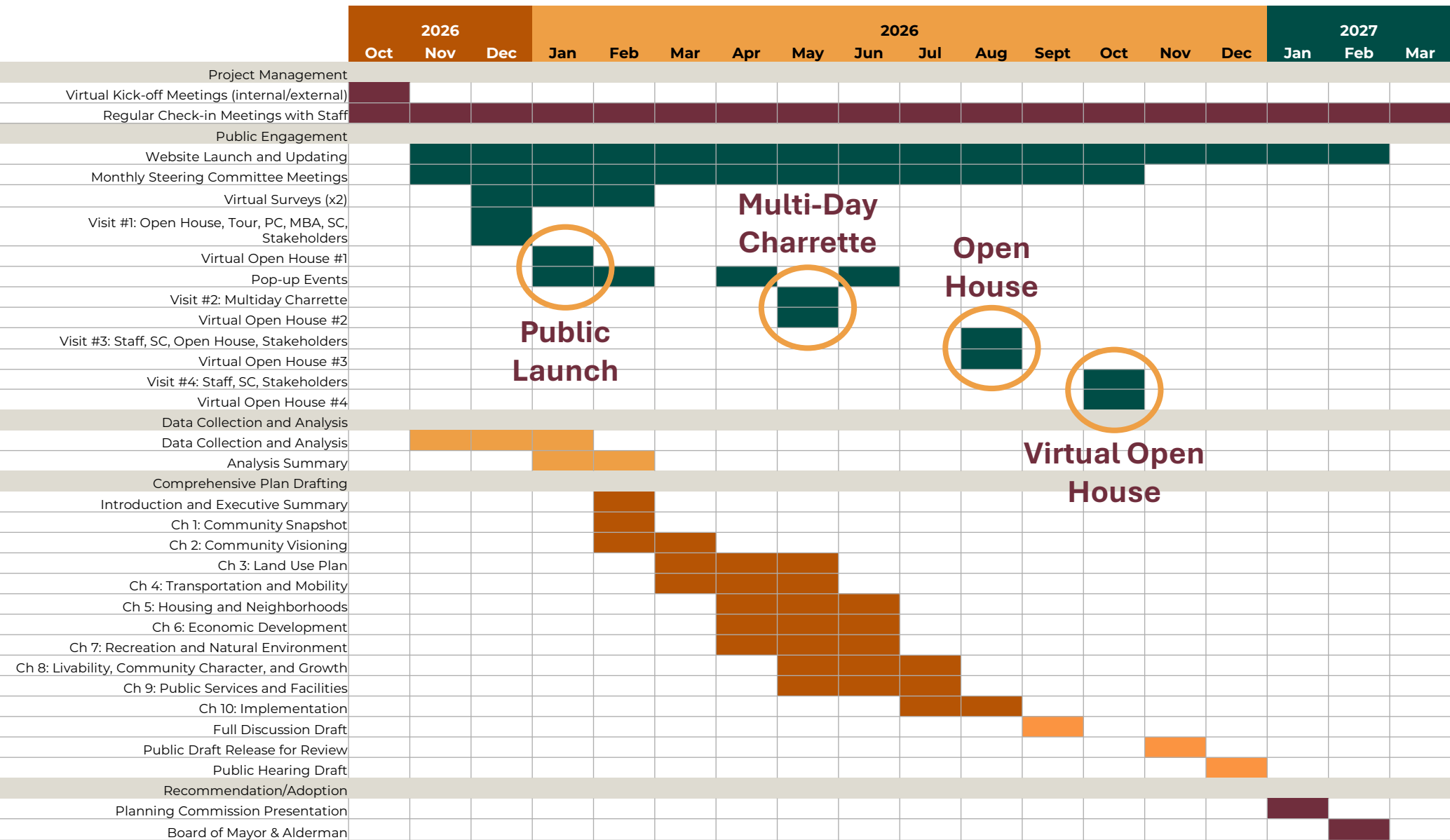


COLLIERVILLE

2050

COMPREHENSIVE PLAN

PROJECT SCHEDULE

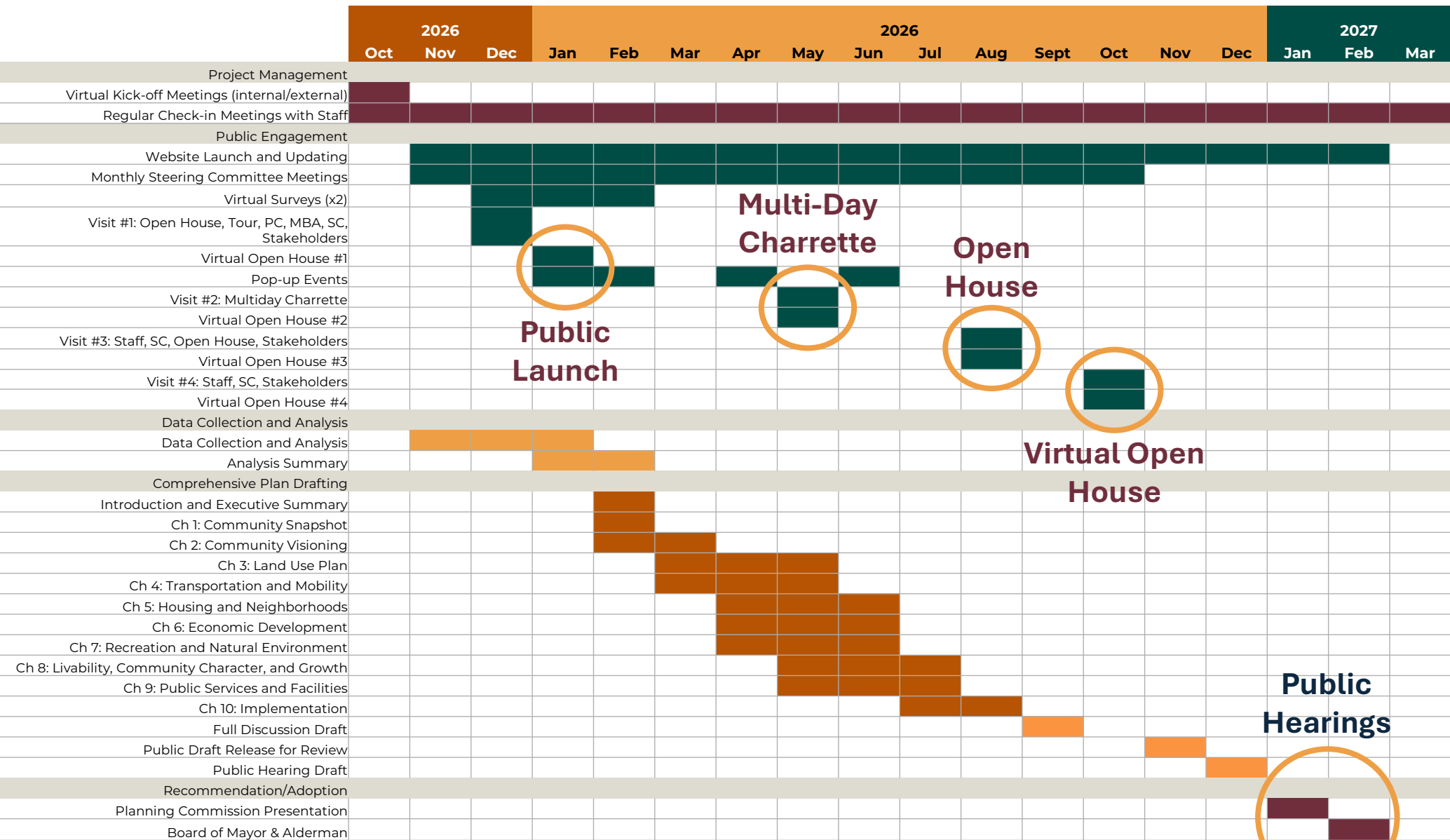


COLLIERVILLE

2050

COMPREHENSIVE PLAN

PROJECT SCHEDULE



COLLIERVILLE

2050

COMPREHENSIVE PLAN

PROJECT SCHEDULE

Public Hearings



Town of Collierville



NEXT STEPS



Town of Collierville

NEXT STEPS



**CONTINUED
ANALYSIS**



**ON-LINE
SURVEYS**



**FOCUS
GROUPS**



**COMMUNITY
OPEN HOUSE**



OPEN HOUSE



TONIGHT



6:30 PM



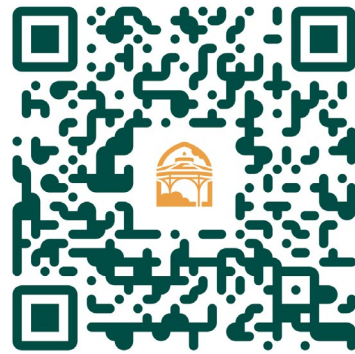
**LINDA
KERLEY
CENTER**



Town of Collierville



THANK YOU!



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

colliervilletn.gov/GetOnBoard