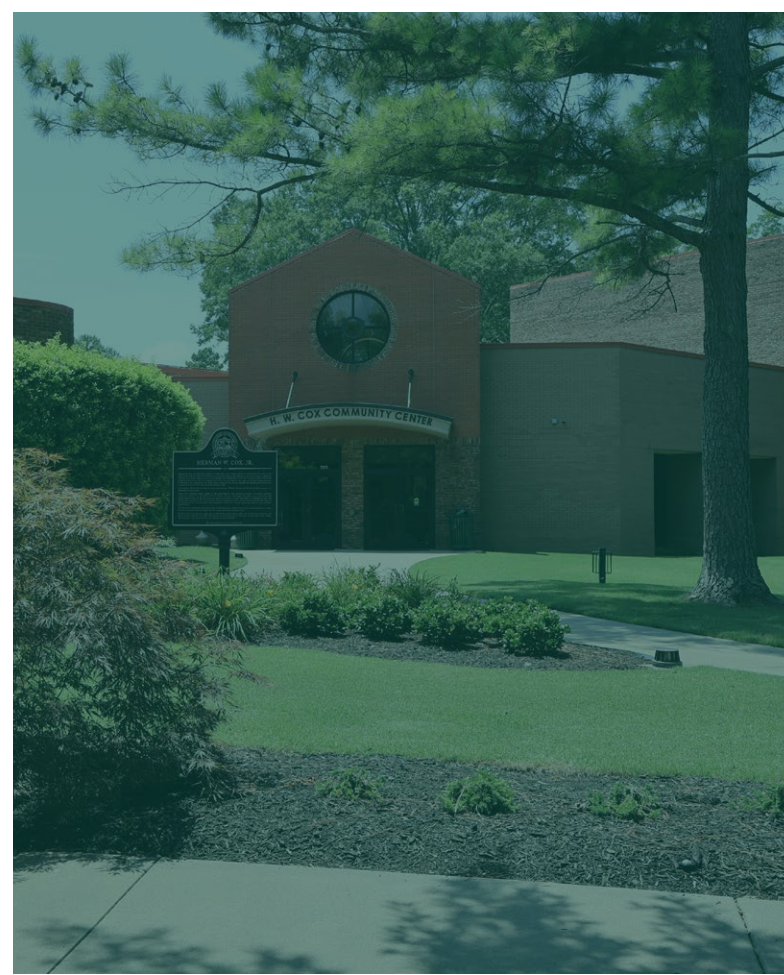
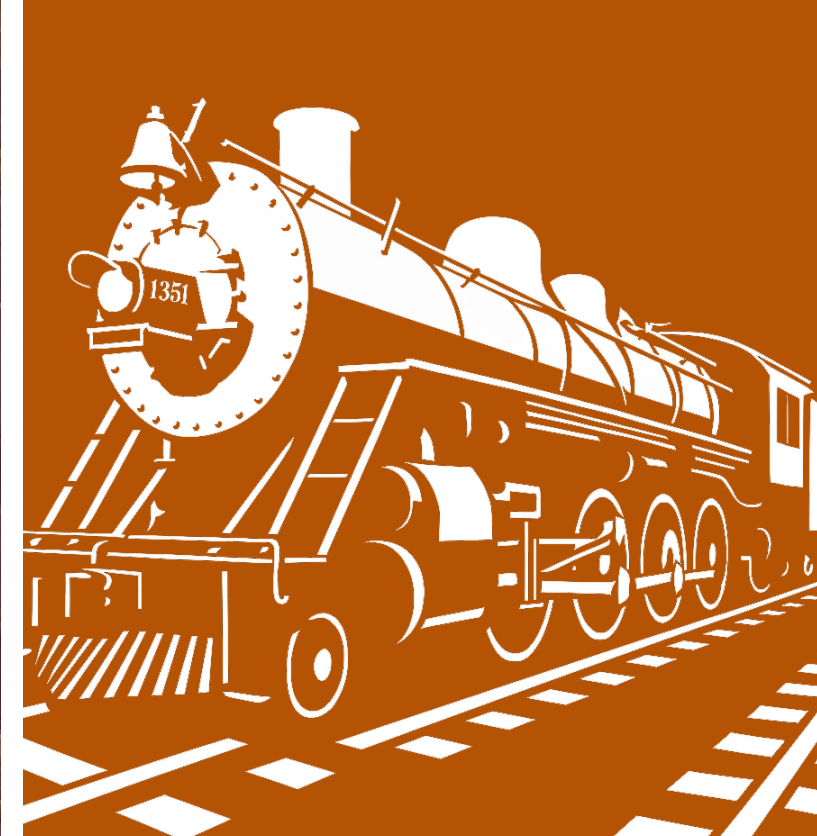
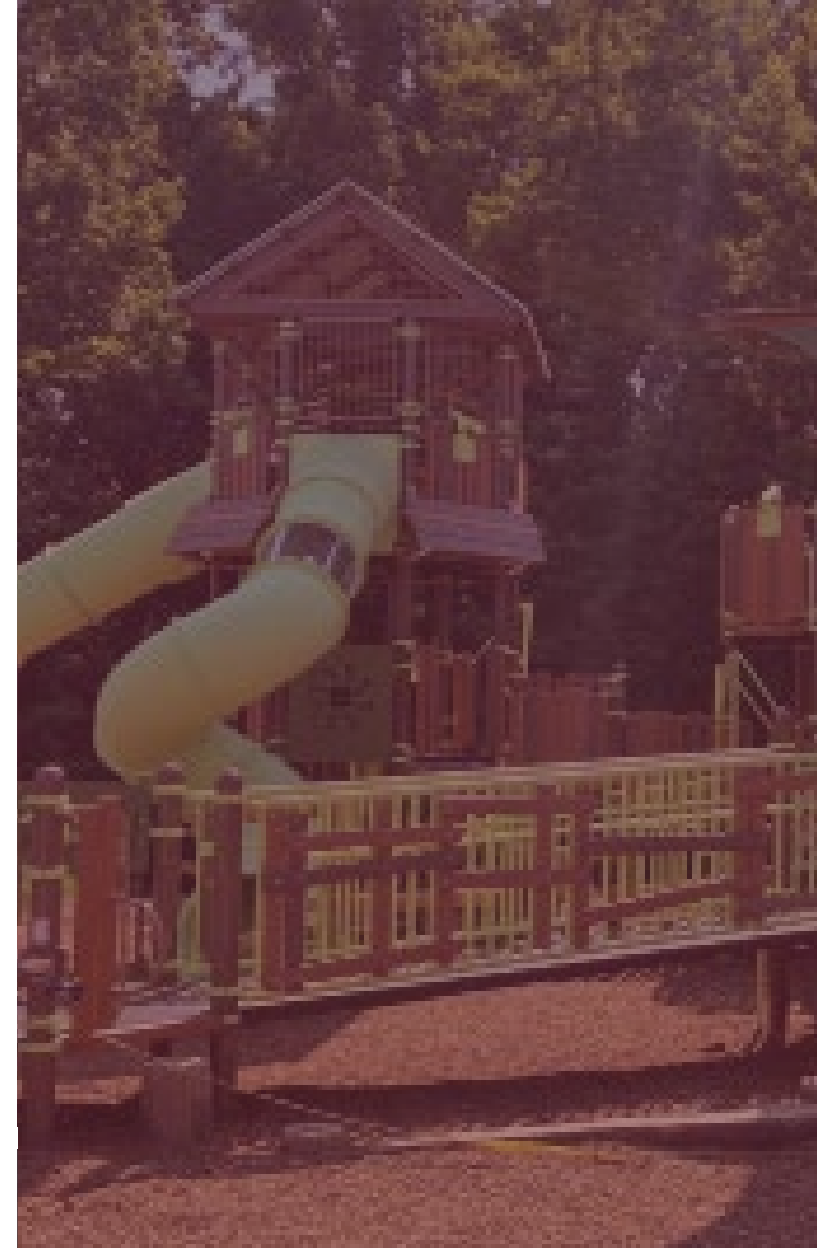




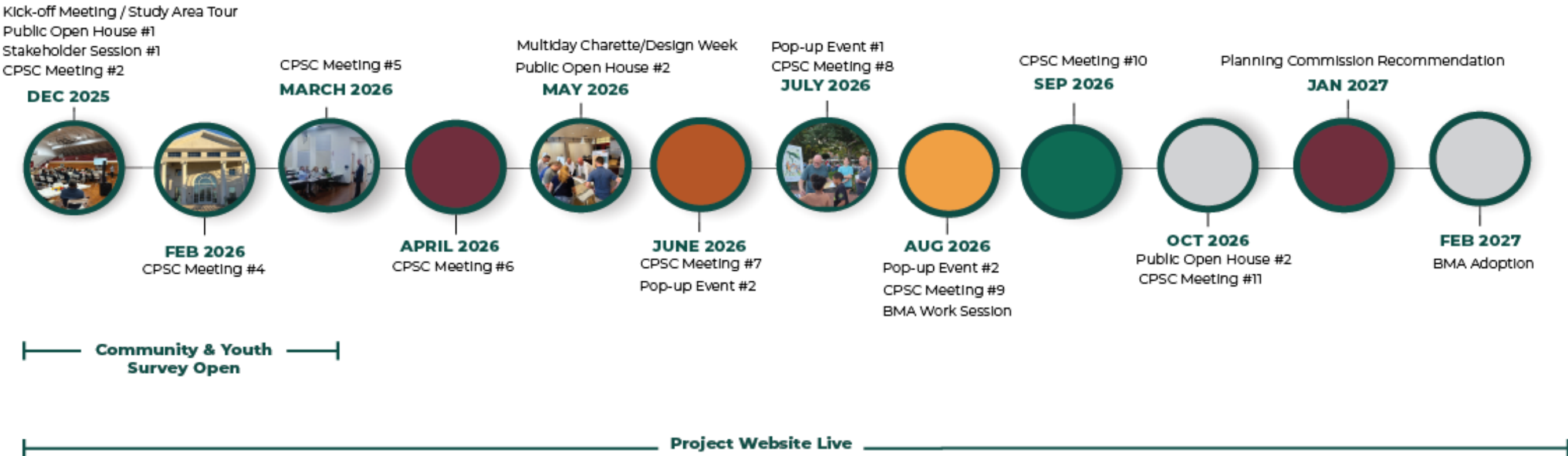


COMMUNITY VISION

This chapter summarizes the community engagement process and the resulting community values and vision that guide the 2050 Comprehensive Plan. It describes the outreach methods used to gather public input - including community workshops, stakeholder interviews, surveys, public open houses, pop-up events, and online engagement tools - and highlights key themes that emerged. This chapter outlines what residents, business owners, and community partners identified as the Town's strengths, challenges, and priorities for the future. Detailed engagement summaries and notes can be found in the Plan's appendix. This chapter also presents the Town's long-term vision, reflecting shared aspirations for growth, quality of life, economic opportunity, infrastructure investment, environmental stewardship, and public services. Together, the engagement findings and vision framework establish the foundation for the guiding principles, recommendations, and implementation strategies contained throughout the Plan.

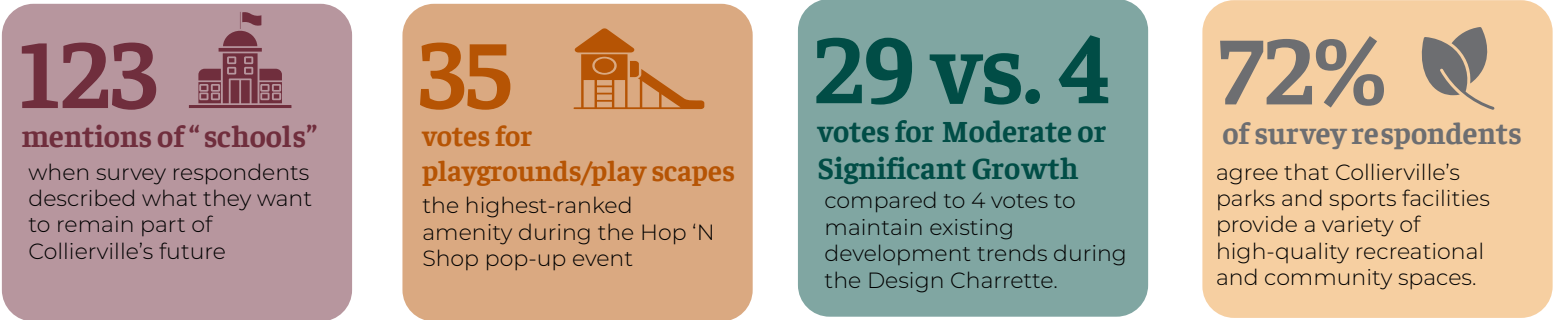
Public engagement for the Comprehensive Plan began in Spring 2025 and continued through Fall 2026, providing numerous opportunities for residents, stakeholders, and community partners to participate throughout the planning process. Early engagement efforts focused on introducing the planning project, explaining its purpose, and gathering initial input on community strengths, challenges, and priorities. Public open houses were held at key milestones to share background information, present draft findings, and invite feedback on emerging themes. The Comprehensive Plan Steering Committee met monthly during this period to provide guidance, review draft materials, and help the process reflect community needs and desires.

As the planning process progressed, engagement efforts expanded to include pop-up events held at community gathering places, allowing the project team to reach residents who may not typically attend formal meetings. Feedback collected throughout the 18-month process informed the development of the community vision and guiding principles, reflecting the values, aspirations, and concerns expressed by the public. These efforts continued through adoption and beyond.



WHAT WE HEARD

Throughout the Collierville 2050 planning process, residents, stakeholders, Town leadership, and community partners shared what they value about Collierville today and what they hope to see in the future. Across surveys, public meetings, pop-up events, workshops, and the Design Charrette, a consistent message emerged: preserve the qualities that make Collierville special while thoughtfully planning for the community’s next generation. Participants emphasized Collierville’s small-town character, strong schools, safe neighborhoods, parks and green spaces, Town Square, and sense of community, while also supporting improved connectivity, new amenities, economic opportunities, and well-managed growth.



KEY TAKEAWAYS

**PRESERVE COMMUNITY CHARACTER**
Maintain Collierville’s small-town feel, historic charm, Town Square, community traditions, and sense of place.

**MAINTAIN EXCELLENT SCHOOLS**
Strong schools are a key part of Collierville’s identity and future, helping attract and retain families and supporting the next generation.

**KEEP COLLIERVILLE SAFE AND WELCOMING**
Safety, strong public services, and family-friendly neighborhoods are central to the community’s quality of life.

**CONNECT PEOPLE AND PLACES**
Improve sidewalks, trails, greenways, and transportation connections to make it easier to move between neighborhoods, parks, schools, businesses, and other destinations.

**GROW THOUGHTFULLY**
Support continued growth that is intentional, well-planned, and compatible with community character and infrastructure.

**CREATE PLACES TO GATHER AND BELONG**
Expand parks, green spaces, recreation opportunities, and community events that bring people together and support all ages and generations.

“The Town Square is the heart of Collierville - keep the historic square strong and thriving.”

“The charm of a small town with the amenities of a big city.”

“It’s the people.”

COMMUNITY VALUES

When considered collectively, a series of recurring themes emerge that reflect the Town’s highest priorities and long-term aspirations. These themes are expressed as community values, which provide overarching direction for all elements of the Comprehensive Plan. The community values should be referenced regularly when evaluating policies, programs, and land use decisions. In particular, they are especially valuable when addressing issues or opportunities that are not specifically detailed elsewhere in the Plan.

The community values serve as the foundation for achieving the community’s vision. They represent the core values that shape future growth, development, and decision-making. Each value applies across multiple components of the Comprehensive Plan, including land use, transportation, community facilities, economic development, and other key planning areas. In this way, the values help create consistency and coherence throughout the Plan’s recommendations.

While the vision statement describes the community’s desired future, the community values provide more focused direction by identifying the priorities that will help achieve that future. The values were informed by community input, stakeholder feedback, and analysis of existing conditions.

Because a Comprehensive Plan is intended to be a living document, the community values also provide a flexible framework for evaluating new challenges, emerging opportunities, and changing conditions over time. The following community values have been developed with the support of elected officials, appointed board members, residents, business owners,, and more, to support the Town’s vision.



Preserve Community Character & Identity

Protect Collierville's historic charm, small-town feel, community traditions, and sense of place while guiding change that respects what makes the Town unique.



Strengthen Parks, Green Spaces, & Public Gathering Spaces

Expand and connect safe, accessible parks, trails, civic spaces, and recreation opportunities that support wellness, community interaction, and quality of life.



Support Safe, Connected Neighborhoods

Promote neighborhoods that are safe, welcoming, and well-connected through thoughtful design, strong public services, access to everyday needs, and meaningful community ties.



Promote Sustainable & Thoughtful Growth

Guide development and reinvestment in ways that strengthen a complete community, use infrastructure efficiently, respond to changing needs, and remain compatible with Collierville's character.



Enhance Mobility & Connectivity for All Users

Create a safe, connected, and accessible network of streets, sidewalks, trails, and greenways that improves mobility for drivers, pedestrians, cyclists, and residents of different ages and abilities.



Foster a Strong, Local Economy

Support economic development that attracts quality jobs, strengthens local businesses, expands access to everyday goods and services, and creates opportunities for residents and future generations.



Support Strong Schools & Future Generations

Recognize high-quality schools and educational opportunities as fundamental to Collierville's identity, quality of life, and ability to attract and retain families and prepare future generations.

VISION STATEMENT

A vision statement is a central element of the Comprehensive Plan that describes the community's desired future. It provides a clear picture of how the Town should look, feel, and function in the long term. Rather than addressing specific policies or regulations, the vision statement communicates shared community values and aspirations for growth, quality of life, and community character. It serves as a guiding foundation for the goals, recommendations, and strategies contained within the Comprehensive Plan.

The vision for the Town was developed through a community-driven planning process that incorporated feedback from residents and stakeholders. Input was collected through surveys, public open houses, and other engagement efforts conducted during the Comprehensive Plan process. Common themes were identified from this feedback and were used to shape the overall direction of the vision. This collaborative approach helped create a vision that reflects the community's priorities for the future.

The vision statement is intended to reflect how residents envision the future. It helps answer the question of what the community wants to become over the long term and provides context for evaluating planning decisions. By expressing a shared picture of the future, the vision helps guide both day-to-day planning and long-range efforts.

Ultimately, the vision statement serves as a unifying element of the Comprehensive Plan. It connects individual Plan chapters under a common set of community expectations and aspirations. As the Town continues to grow and change, the vision provides continuity and direction, helping support future development and public investments that support the community's long-term goals.

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

The Vision for 2050:

A Complete Community

A community where residents can access quality housing, jobs, schools, services, shopping, recreation, and everyday needs while remaining connected to the larger region.

Strong Schools and Opportunities for Future Generations

Continued excellence in education, supported by strong connections among schools, neighborhoods, employers, and the broader community.

Safe and Welcoming Places

Neighborhoods, streets, parks, public spaces, and community facilities that support safety and security as part of everyday life, with public services and infrastructure that respond to the needs of a growing community.

Distinctive Character and Sense of Place

Preservation of Collierville's small-town character, historic resources, Town Square, quality neighborhoods, community traditions, and high standards for development as the Town continues to evolve.

Connected Neighborhoods and Destinations

A transportation and greenway network that safely connects residents to neighborhoods, schools, parks, businesses, employment, and community destinations by driving, walking, and bicycling.

Thoughtful and Balanced Growth

Growth and reinvestment that are intentional, compatible with community character, and coordinated with transportation, schools, utilities, public facilities, and environmental resources.

Parks, Public Spaces, and Community Life

A connected system of parks, greenways, recreation facilities, natural areas, gathering spaces, and community events that supports active lifestyles and strengthens relationships among residents.

A Resilient Local Economy

A diverse economy with quality jobs, successful local businesses, attractive commercial and employment areas, and opportunities that allow more residents and future generations to work and prosper in Collierville.