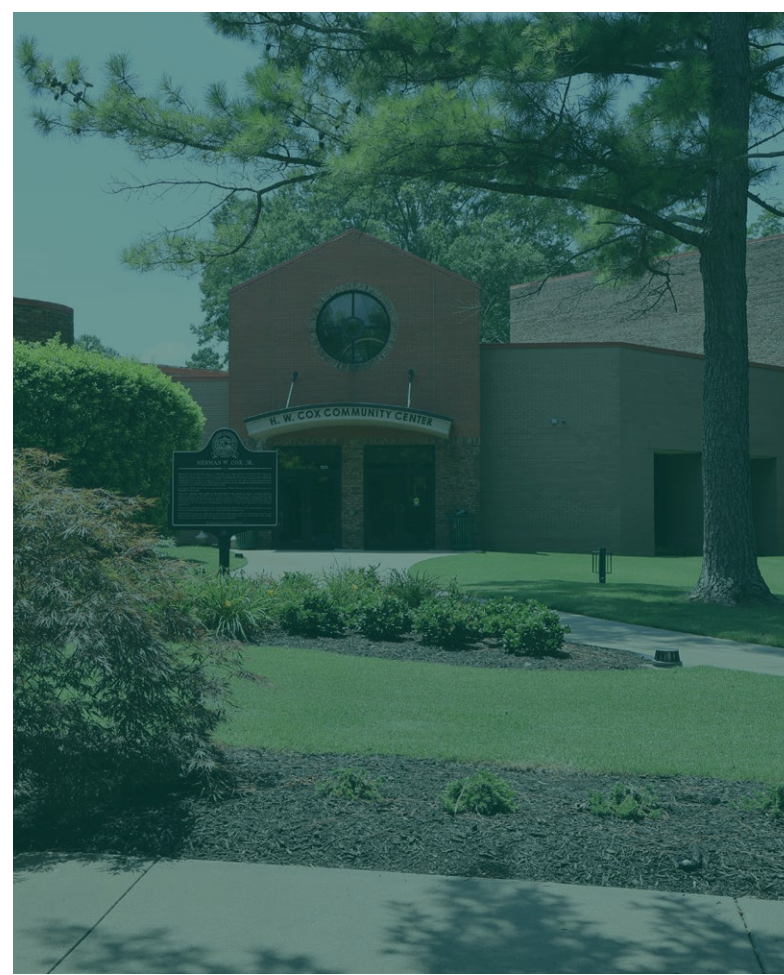
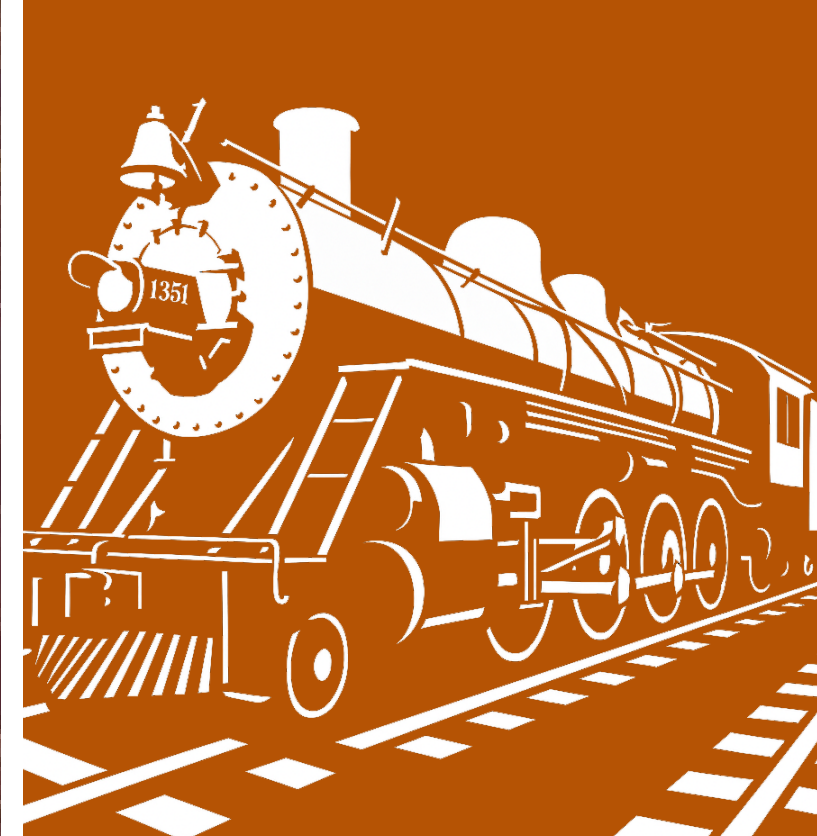
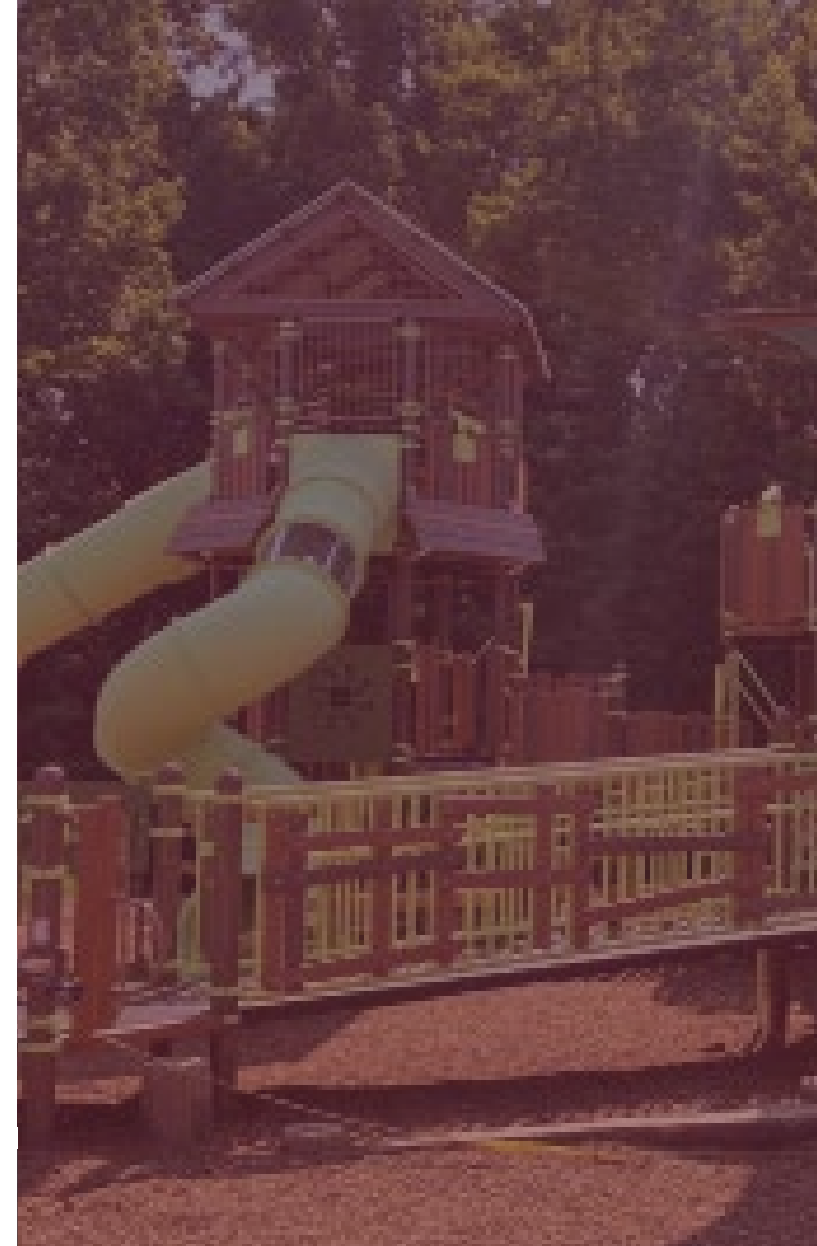




# 3 LAND USE PLAN

The Land Use chapter outlines the Town of Collierville's vision for how land should be used and developed over the planning horizon. The chapter presents the Place Type Map, which illustrates the general pattern and distribution of land uses intended to guide future development and redevelopment throughout the community. It also describes the Place Type categories used and explains the character, scale, and typical development patterns associated with each category. Together, these elements provide a framework for evaluating development proposals, informing zoning decisions, and guiding long-term growth in a manner that reflects the community's goals and priorities. The guidance provided in this chapter helps plan future growth in a coordinated, sustainable, and predictable manner while maintaining the qualities that define Collierville.

# INTRODUCTION

This chapter establishes a long-term vision for how Collierville should grow and evolve through the use of Character-Based Place Types. Rather than focusing solely on land use, Place Types describe the desired character, development pattern, and overall feel of different areas throughout the community. The Place Types provide a framework for guiding future development, redevelopment, infrastructure investments, and public decision-making.

Place Types recognize that communities are defined not only by the uses they contain, but by the quality and character of the places they create. Each Place Type establishes a vision for an area by describing its appropriate mix of land uses, development intensity, density, and scale. By emphasizing place rather than individual land uses, the Town can promote development that is cohesive, context-sensitive, and supportive of long-term community goals.

The Place Type Map translates this vision into a community-wide framework by identifying where each category is most appropriate based on existing development patterns, trends, infrastructure capacity, and the community's vision for the future. While many established neighborhoods and activity centers are expected to remain stable over the planning horizon, the plan also identifies opportunities for strategic infill, redevelopment, and mixed-use development in locations that can support additional investment.

The Place Type Map establish a coordinated framework for managing growth while preserving Collierville's distinctive character and high quality of life.

## WHAT WE HEARD

**~3,000 acres**

**of vacant land remain**

in Collierville, increasing the importance of strategic growth, infill, and redevelopment.

**3 KEY AREAS**

**Downtown, Carriage Crossing, & Commercial Corridors**

emerged throughout the planning process as important opportunities for reinvestment, redevelopment, mixed use activity, and placemaking.

**29 vs. 4**

**votes for Moderate or Significant Growth**

compared to 4 votes to maintain existing development trends during the Design Charrette.

**#1**

**Small-town feel**

was the most frequently cited quality residents want to preserve as Collierville grows.

## KEY TAKEAWAYS



### **PRESERVE COLLEVILLE'S CHARACTER**

Protect the small-town feel, historic resources, established neighborhoods, Town Square, and the high standards of development that make Collierville unique.



### **GROW WITHIN AND REINVEST**

Prioritize infill and redevelopment of existing areas such as Downtown/Town Square, Carriage Crossing, and commercial corridors, alongside thoughtful, well-planned new growth.



### **CREATE COMPLETE PLACES**

Support a balanced mix of housing, jobs, shopping, services, schools, recreation, and gathering spaces so residents can meet more of their everyday needs close to home.



### **CONNECT THE COMMUNITY**

Plan for neighborhoods and destinations that are well-connected through streets, sidewalks, trails, and multi-modal options, linking homes to schools, parks, commercial areas, employment centers, and Town Square.



### **BALANCE GROWTH AND CONSERVATION**

Protect natural resources, green space, waterways, farmland, and rural landscapes while accommodating future growth and maintaining a high quality of life.

**“Maintain the small-town character that makes Collierville such a special place.”**

**“Focus on redevelopment and mixed-use areas like Carriage Crossing and Downtown.”**

**“Thoughtful growth that preserves our neighborhoods, green space, and quality of life.”**

# EXISTING LAND USE

Collierville’s existing land use composition is dominated by residential and agricultural uses, which together account for the majority of the total acreage. Detached residential development represents the largest land use at 32.1% (10,493.7 acres), followed by agricultural at 26.5% (8,668.8 acres). Recreational and open space is also a significant component, comprising 13.7% (4,468.5 acres), while vacant land makes up 9.2% (2,994.2 acres), indicating potential for future development. Overall, the land use pattern reflects a predominantly low-density, residential, and rural character.

| Land Use Category                | Acreage  | Percentage |
|----------------------------------|----------|------------|
| Residential, Detached            | 10,493.7 | 32.1%      |
| Residential, Attached Vertical   | 94.3     | 0.3%       |
| Residential, Attached Horizontal | 161.3    | 0.5%       |
| Residential, Mixed Use           | 66.4     | 0.2%       |
| Mixed Use                        | 13.1     | <0.1%      |
| Mixed Use, Nonresidential        | 249.5    | 0.8%       |
| Commercial                       | 155.9    | 0.5%       |
| Retail                           | 271.8    | 0.8%       |
| Office                           | 312.6    | 1.0%       |
| Industrial                       | 645.8    | 2.0%       |
| Institutional                    | 1,259.5  | 3.8%       |
| Recreational and Open Space      | 4,468.5  | 13.7%      |
| Agricultural/Farm                | 8,660.8  | 26.5%      |
| Utility                          | 270.3    | 0.8%       |
| Vacant                           | 2,994.2  | 9.2%       |
| Right-of-way                     | 2,600.5  | 7.9%       |
| Total                            | 32,718.2 | 100%       |

Figure 1. Existing Land Use



Map 1. Existing Land Use

OPPORTUNITIES

Highway 72, SR-385, & I-269

The Highway 72 and SR-385 corridor present one of the largest economic development opportunities in the region. The interchange area offers excellent regional access for employment, commercial, and industrial uses while providing an opportunity to establish high-quality gateway development standards that reinforce Collierville’s identity. The Town and these corridor’s proximity to Memphis also offers an accessible route to the greater region. While much of Collierville is developed, significant undeveloped land remains available in this area. These corridors present opportunities to establish a strong visual identity through coordinated design standards, enhanced landscaping, and thoughtfully designed public spaces. These areas can serve as welcoming entrances to the community while reinforcing the character and image that residents value.

Urban Growth Boundary and Annexation Reserve Area

While much of the Town is developed, substantial land remains within the Urban Growth Boundary and annexation reserve areas. This provides opportunities to guide future growth according to Town standards, preserve community character, and encourage development that occurs in an orderly and fiscally responsible manner. Development should be planned to limit sprawl and preserve open space in undeveloped areas.

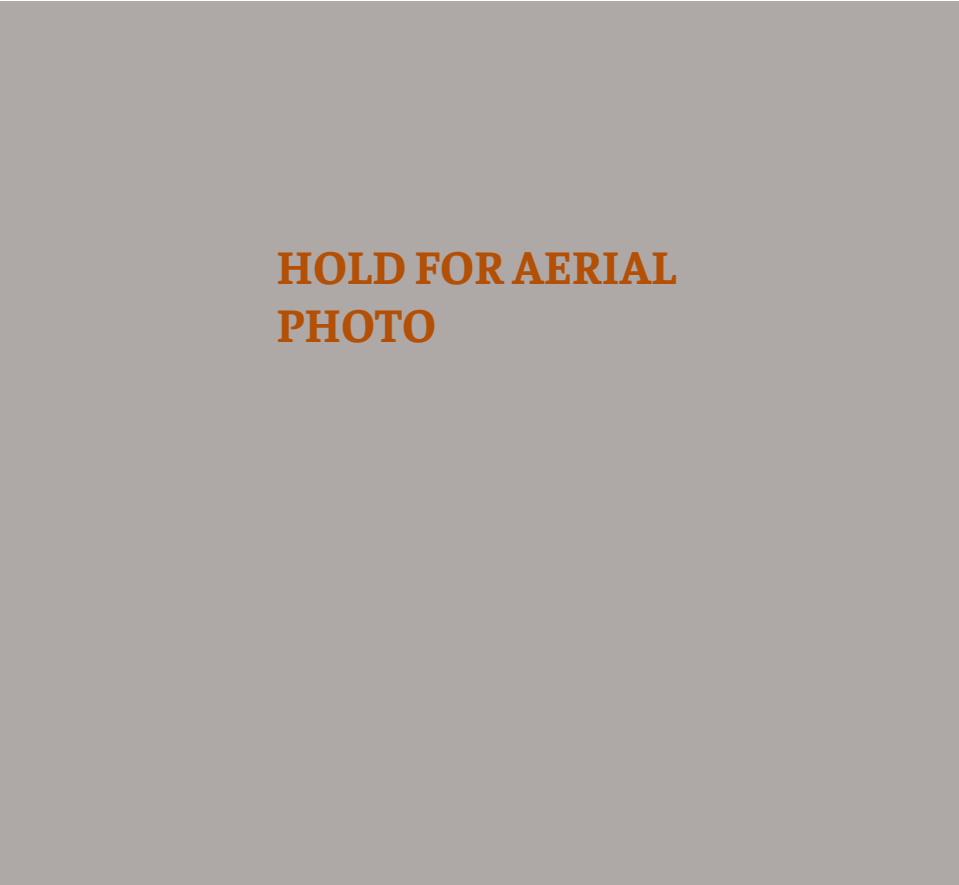
Community Identity

Collierville’s strong design standards, historic downtown, and established planning framework provide an opportunity to continue shaping development in a manner consistent with the community’s vision and reputation for high-quality growth.

As growth continues, the Town can encourage context-sensitive design that reflects Collierville’s architectural heritage, preserves important viewsheds and natural features, and creates visually appealing streetscapes. Design expectations for building placement, landscaping, signage, pedestrian amenities, and open space can help create cohesive development patterns while accommodating new housing, commercial centers, and employment areas.



HOLD FOR PHOTO OF  
72/385



HOLD FOR AERIAL  
PHOTO



CONSTRAINTS

Limited Remaining Developable Land

Much of Collierville’s developed area consists of established residential neighborhoods and commercial centers. As available land becomes increasingly scarce, future development opportunities may be constrained and redevelopment may become more important.

The remaining undeveloped land is often located in areas with environmental constraints, infrastructure limitations, fragmented ownership patterns, or community expectations for preserving rural character and open space. In some cases, these factors may increase development costs, reduce the amount of usable land, or limit the intensity of future development. As portions of the Town mature, opportunities exist to redevelop underutilized commercial properties, aging shopping centers, and vacant parcels.



Balancing Economic Development and Community Character

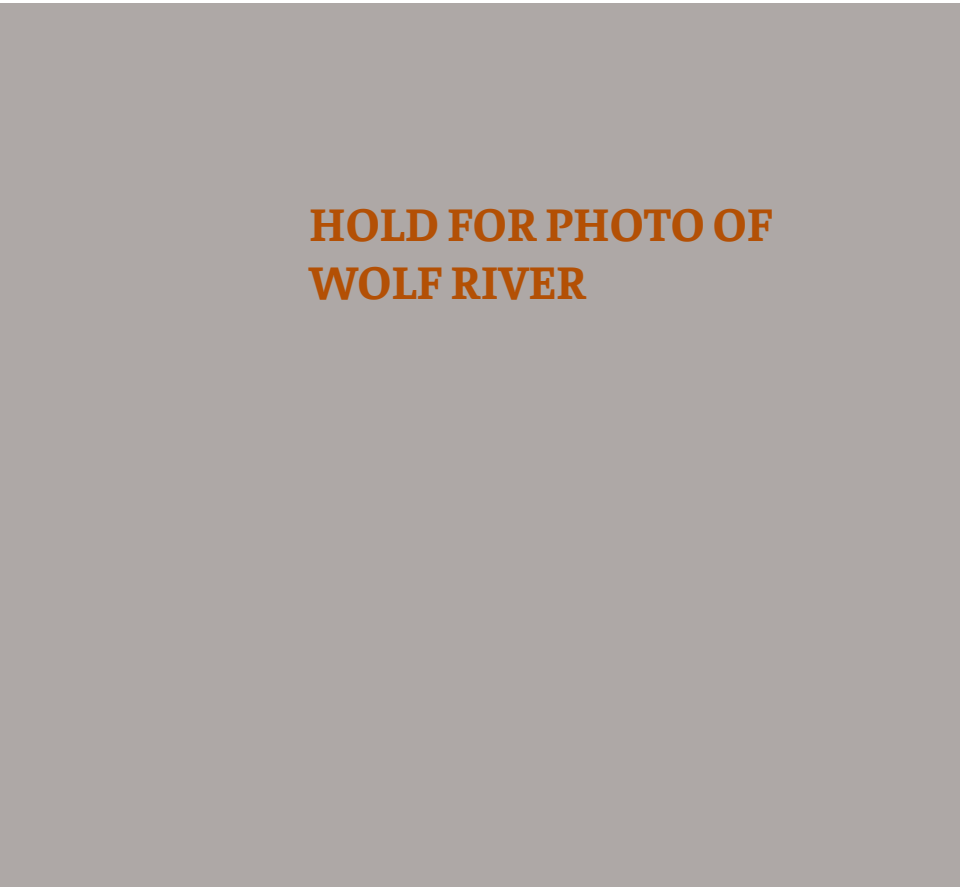
The community has consistently expressed a desire to maintain its small-town atmosphere, historic character, attractive appearance, and high-quality development standards. However, market demands may favor more intensive development, larger commercial centers, or development forms that are inconsistent with established neighborhoods and community expectations. Balancing these competing interests requires careful consideration of where and how growth occurs, as well as the long-term impacts of development decisions on community identity, infrastructure, and quality of life.



Environmental and Natural Resource Protection

Collierville’s natural environment is an important component of the Town’s quality of life, contributing to its scenic character and recreational opportunities. Streams, wetlands, tree canopy, agricultural lands, and open spaces help define the community’s visual character.

Water resources, including stream corridors and flood-prone areas, are among the most significant environmental considerations affecting future land use. These areas are often unsuitable for intensive development due to flooding risk and regulatory requirements. However, when preserved and integrated into the community’s greenway and park systems, they can provide amenities that support recreation and active transportation, while preserving their ecological functions..



# PLACE TYPE MAP

The Place Type Map illustrates the Town’s long-term vision for the pattern, character, and form of future development through the application of Place Types. Rather than simply identifying where specific land uses should occur, the map depicts the desired character of different areas throughout Collierville, including the appropriate mix of uses, development intensity, building scale, and public realm. Developed through an evaluation of existing development patterns, infrastructure capacity, market conditions, anticipated growth, and community input, the Place Types provide a comprehensive framework for guiding how the Town grows and evolves over the planning horizon.

Each Place Type identified on the Place Type Map represents a distinct vision for the future character of an area. Together, they establish a coordinated pattern of neighborhoods, mixed-use centers, commercial corridors, employment districts, civic destinations, parks, and open spaces that support a connected, sustainable, and resilient community. By focusing on the character and function of places rather than individual land uses, the use of Place Types promotes compatible development patterns, reinforces Collierville’s unique identity, and supports thoughtful transitions between different parts of the community. This approach also helps align future development with transportation, utilities, parks, schools, and other public infrastructure investments.

The Place Type Map serves as a long-range policy guide for evaluating development proposals, informing zoning decisions, and prioritizing public investments. It is intended to provide flexibility while maintaining consistency with the community’s overall vision, recognizing that development occurs incrementally and responds to changing market conditions over time. The Place Types shown on the map are not regulatory and should not be interpreted as zoning districts. Instead, they provide a shared framework for shaping future growth in a manner that preserves Collierville’s character, enhances quality of life, and supports the Town’s long-term planning goals.

## PLACE TYPES VS. ZONING



PLACE TYPE MAP

The Place Type Map is organized into eleven land use categories that together provide a framework for guiding the Town’s long-term growth, development, and preservation priorities. These categories define the intended character, intensity, and mix of uses across Collierville, ranging from rural and low-density residential areas to more urbanized mixed-use and commercial centers. Collectively, they help guide development to be appropriately located, well-designed, and consistent with the Town’s vision for maintaining community character, supporting economic vitality, and providing a high quality of life for residents.

| Land Use Placetype            | Acreage | Percentage |
|-------------------------------|---------|------------|
| Rural                         |         |            |
| Suburban Neighborhood         |         |            |
| Downtown Core                 |         |            |
| Estate Residential            |         |            |
| Green Infrastructure          |         |            |
| Mixed Use                     |         |            |
| Office - Institutional Campus |         |            |
| Neighborhood Commercial       |         |            |
| Employment Center             |         |            |
| Walkable Neighborhood         |         |            |
| Corridor Commercial           |         |            |
| Total                         |         |            |

Figure 2. Place Types



Map 2. Place Type Map

# Employment Growth Areas

## Preferred Employment Growth Areas

The Future Land Use Map identifies strategic areas along US-72, SR-385, and I-269 as preferred locations for future employment growth. These corridors provide regional accessibility and opportunities to coordinate future development with planned transportation and utility infrastructure, making them well positioned to accommodate corporate headquarters, technology and innovation businesses, research and development, advanced manufacturing, professional and technical services, and other quality employment uses.

Major employment development should be directed toward designated locations where roadway access, water and wastewater capacity, stormwater infrastructure, broadband and other utilities can adequately support development. Site planning should also address relationships with surrounding uses through appropriate buffers, transitions, landscaping, access management, and limits on operational impacts, particularly where employment areas are located near existing or planned neighborhoods.

Because these corridors also serve as important entrances into Collierville, future employment development should contribute positively to the Town’s overall image. High-quality architecture, coordinated landscaping, attractive streetscapes, signage, and gateway treatments should reinforce Collierville’s development standards while creating competitive employment districts capable of attracting and retaining quality employers.



# Multifamily Housing

## Strategically Expanding Housing Diversity

Multifamily housing can contribute to Collierville’s housing choices when it is located appropriately, designed to a high standard, and integrated with surrounding development. New multifamily development should generally be concentrated within designated mixed-use centers, redevelopment areas, major activity centers, and other locations identified on the Future Land Use Map where transportation access, utilities, services, and nearby amenities can support additional residential intensity. Larger standalone multifamily developments should be evaluated carefully and should not be used as a default development pattern in areas intended primarily for lower-density residential development.

Where multifamily housing is proposed, development should be designed as an integrated neighborhood or component of a larger mixed-use environment, rather than as an isolated apartment complex. Site design should emphasize a connected street and sidewalk network, usable open and gathering spaces, pedestrian connections to nearby destinations, appropriate transitions to adjacent neighborhoods, and buildings that relate positively to streets and public spaces. Parking, service areas, utilities, and other supporting elements should be located and screened to minimize their visual prominence.

Multifamily development should also meet high expectations for architectural quality, building articulation, durable materials, landscaping, open space, and compatibility with surrounding development. Building height, massing, setbacks, transitions, access, traffic, infrastructure capacity, and relationships to nearby uses should be considered as part of the development review process. Greater residential intensity should be supported by a corresponding level of design quality, connectivity, amenities, and infrastructure.



COORDINATING GROWTH WITH INFRASTRUCTURE

Future growth should occur in a logical and fiscally responsible sequence based on the availability and planned expansion of infrastructure and public services. The Future Land Use Map establishes Collierville’s long-term land use vision but does not imply that all areas are immediately appropriate for development at their ultimate planned intensity. Development should occur when adequate infrastructure and public-service capacity are available or can be provided in coordination with the proposed growth.

This approach is particularly important in the southern and southeastern portions of Collierville, where significant long-term development and employment opportunities may emerge around US-72, SR-385, and I-269. Before substantial land use intensification occurs, the Town should evaluate and coordinate the capacity, timing, and funding of water, wastewater, transportation, stormwater, electric and other utilities, public safety services, and other community facilities necessary to support development. Infrastructure planning should also be coordinated with the Town’s economic development objectives so that strategically important employment areas can be served when opportunities arise.

Growth sequencing should prioritize areas where existing or planned infrastructure can efficiently accommodate development, while avoiding premature extensions of public facilities that create inefficient development patterns or unnecessary long-term maintenance obligations. Land use decisions, utility planning, transportation improvements, capital investments, and economic development initiatives should therefore be evaluated together rather than independently.



————— *Future land use designations establish a long-term vision. Development intensity should increase as infrastructure and public-service capacity become available.* —————

# PLACE TYPE DASHBOARDS

## HOW TO READ THE DASHBOARDS

Place Type Dashboards provide staff, appointed officials, and elected representatives with a one-stop location for information related to the categories established in the Place Type Map. The components of each dashboard are described below. numbers assigned to each component may be referenced with the corresponding dashboard example. Each Place Type dashboard includes several components to help readers understand the intent of that specific land use category.

### 1 Intent and Character

Each category section begins with a general description of the land use category, providing narrative details about the overall intent and land use make up of each category. The descriptions are a framework for how each area is expected to develop or redevelop in the future. Each category will vary in development type, mix, intensity, and scale, as noted in the dashboards and appropriateness tables following the description.

### 2 Appropriateness Table

The appropriateness tables show the ratio of residential and nonresidential uses expected for that category as well as the expected mix of development types present under each of those. These uses can take the form of several development types; for example, an office use could appear in an employment center or downtown core, depending on its scale, form, and context.

The appropriateness of each development type within a land use category is illustrated using a scale of 0-3 shaded dots.

- **0 shaded dots:** Not appropriate
- **1-2 shaded dots:** Appropriate under given conditions
- **3 shaded dots:** Overall appropriate

Parks, open space and civic uses are considered appropriate across all Place Types and are considered appropriate in both residential and nonresidential developments.

1

DASHBOARD EXAMPLE

Intent and Character

2

| Appropriateness | Conditions |
|-----------------|------------|
| ● ● ●           |            |
| ● ● ○           |            |
| ● ○ ○           |            |
| ○ ○ ○           |            |
| ● ● ○           |            |
| ● ● ●           |            |

3

Example Street Network

4

5

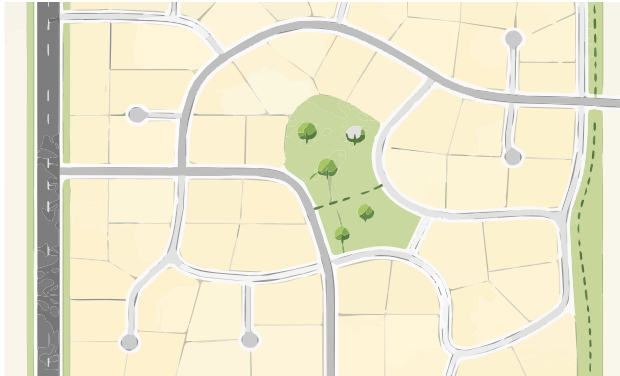
| Density | Intensity | Scale |
|---------|-----------|-------|
|         |           |       |

6

Development Type

### 3 Street Network Example

Each Place Type includes a conceptual street network example illustrating how streets, connections, and development patterns may be organized to support the intended character and function of the area.



### 4 Photo Examples

Photo examples are provided for each land use to provide visual illustration of the type of development appropriate for the land use.



### 5 Density, Intensity, and Scale

#### Density

A housing or dwelling unit is defined as a self-contained space that meets all basic living requirements, including designated sleeping and living areas, along with at least one bathroom and kitchen. A 4-bedroom house is one dwelling unit and a studio apartment is also one dwelling unit.

The term density refers to the number of dwelling units or jobs located in a specific area, noted as an amount per acre. this Plan uses dwelling units per acre (DUA) to measure residential density and jobs per acre (JA) to measure employment density. Each category will have a target range of densities appropriate for that land use.

#### Intensity

Intensity refers to how much of a property or lot is built on, with either buildings or associated development such as driveways and parking areas.

For the purpose of this Plan, intensity is defined as:

- **Low:** lot coverage of 30% or less
- **Medium:** >30% to <60% lot coverage
- **High:** 60-100% lot coverage

#### Scale

Scale refers to the height of the buildings on a property or lot. For the purpose of this Plan, scale is defined as:

- **Low-Rise:** 1 to 2 stories
- **Mid-Rise:** 3 to 4 stories
- **High-Rise:** 5 to 6 stories



## 6 Development Types

Each category also includes a set of identified development types and will have a primary or most desirable development type, accompanied by secondary types with varying levels of appropriateness. This strategy allows the Town to be flexible with market demands that may change from time to time.

### Single Family Detached Homes

A single-family detached home consists of one dwelling unit located on its own lot within a standalone structure. These homes are typically found on the largest residential lots and are generally characterized by lower densities and a less intensive development pattern than other housing types. Single-family detached homes may also include an Accessory Dwelling Unit (ADU), which serves as a secondary residence on the same property. ADUs are commonly located above a garage, attached to the primary home, or situated in a separate detached structure.



### Duplex, Triplex, Quadplex, and Townhomes

This housing type includes buildings with two to four dwelling units arranged in a connected or stacked configuration. It also includes townhomes, which are single-family homes that share one or more walls with neighboring units and are typically arranged in building groups of up to eight homes. These housing types provide an important transition between single-family neighborhoods and larger multifamily developments.



### Multifamily

Multifamily development consists of five or more dwelling units contained within a single building, with individual units typically stacked vertically. Units are generally offered for rent as apartments but may also be individually owned as condos. Higher-density multifamily developments may include multiple buildings organized as part of a residential complex. Buildings should incorporate high-quality, durable materials, and context-sensitive building forms. Residential units should be accessed through interior corridors rather than exterior-facing stairways and open-air access corridors.



### Mixed Use

Mixed Use development areas are intended to integrate a complementary mix of residential, commercial, office, civic, and recreational uses within a cohesive, walkable environment. These areas encourage a compact development pattern that supports daily living by providing housing (such as live/work units), employment, shopping, dining, and services in close proximity.



### Neighborhood Commercial

Neighborhood Commercial areas are intended to provide goods, services, and gathering places that meet the day-to-day needs of nearby residents. These areas typically include smaller-scale retail shops, restaurants, offices, personal services, and similar businesses that serve the surrounding community. By locating essential services close to where people live, Neighborhood Commercial development helps create more walkable and connected communities.



### General Commercial

General Commercial areas accommodate larger-scale commercial development that serves both the local community and the broader region. These areas typically include big-box retailers, restaurants, offices, hotels, and other commercial uses that benefit from visibility and access along major roadways and transportation corridors.





## Office

The office development type includes buildings designated specifically for office use. These buildings can range from low-rise to high-rise depending on circumstances. Offices in mixed-use buildings with general commercial businesses are encouraged to support economic activity.



## Light Industrial

Light Industrial areas support a range of employment-generating uses, including manufacturing, assembly, processing, warehousing, research, and related business activities. These operations are typically conducted entirely within enclosed buildings and are designed to minimize impacts such as noise, odors, dust, and other potential nuisances on surrounding properties. Light Industrial uses also generally generate less heavy truck traffic than more intensive industrial operations.



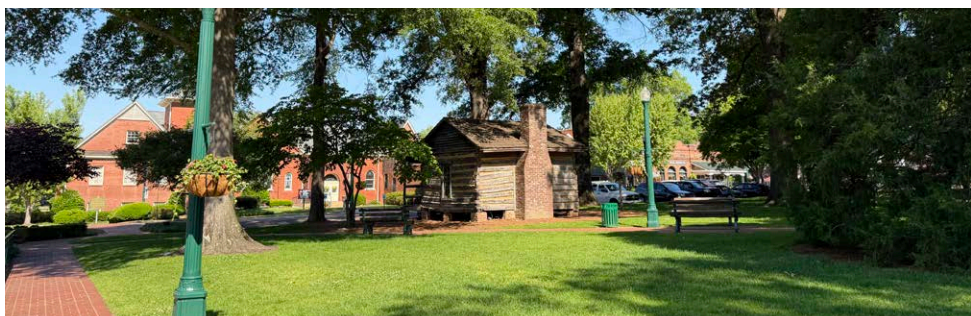
## Heavy Industrial

Heavy Industrial areas accommodate manufacturing, processing, assembly, warehousing, and other industrial activities that involve more intensive operations than those typically found in Light Industrial areas. These uses may require larger sites, outdoor work areas, equipment storage, material handling, or other operational activities that cannot be fully contained within a building.



## Civic

This development type includes government buildings or centers and open spaces surrounding government buildings or centers. These uses are usually located centrally in a city or town and are aesthetic in their nature, often having scenically designed landscapes, fountains, gazebos, or ornamental decorations to feel welcoming for all community residents.



## Parks and Open Space

This development type includes parks, recreational facilities, trails, greenways, natural areas, and other open spaces that contribute to the health, well-being, and quality of life of the community. These spaces provide opportunities for recreation, relaxation, social interaction, and access to nature, making them valuable assets throughout the Town. Parks and open spaces are generally compatible with all land use categories and should be integrated throughout the community whenever possible.

RURAL

Intent and Character

The Rural Place Type preserves Collierville’s rural character through agriculture, farming, forestry, and low-density residential development. These areas generally consist of single-family homes on large lots, agricultural lands, and related uses, with substantial open space and limited public infrastructure. Roadways typically maintain a rural character with ditch drainage and limited curb and gutter.

Example Street Network



Appropriate Land Use

Single-Family Detached Homes, Agriculture, Forestry, Parks and Green Space, Accessory Dwelling Units, Home-based Businesses, Agriculture-related Businesses

| Density       | Intensity | Scale    |
|---------------|-----------|----------|
| 0.1 - 0.2 DUA | Low       | Low-Rise |



| Development Type                    | Appropriateness | Conditions                                                                                                                                      |
|-------------------------------------|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Single-Family Homes                 | ● ● ●           | Large lot single-family detached housing appropriate in this land use category. Lot and site design may accommodate an ADU to the side or rear. |
| Duplexes, Quadplexes, and Townhomes | ○ ○ ○           |                                                                                                                                                 |
| Multifamily                         | ○ ○ ○           |                                                                                                                                                 |
| Mixed Use                           | ○ ○ ○           |                                                                                                                                                 |
| Neighborhood Commercial             | ○ ○ ○           |                                                                                                                                                 |
| General Commercial                  | ○ ○ ○           |                                                                                                                                                 |
| Office                              | ○ ○ ○           |                                                                                                                                                 |
| Light Industrial                    | ○ ○ ○           |                                                                                                                                                 |
| Heavy Industrial                    | ○ ○ ○           |                                                                                                                                                 |
| Civic                               | ○ ○ ○           |                                                                                                                                                 |
| Parks and Open Space                | ● ● ●           | Generally considered appropriate or compatible within all Land Use Categories.                                                                  |

# DOWNTOWN CORE

## Intent and Character

The Downtown Core encompasses the Historic Square and surrounding blocks that form Collierville's traditional town center. It is characterized by a vibrant mix of restaurants, shops, offices, institutional uses, and limited residential, including upper-story housing. Development is pedestrian-oriented, with buildings close to the street, active ground floors, and architecture that reinforces the historic character and engaging public realm of Downtown.

## Example Street Network



## Appropriate Land Use

Mixed Use Development, Multifamily Residential, Townhomes, Quadplexes, Parks and Green Spaces, Office, Retail, Entertainment, Restaurants, Public Facilities

| Density    | Intensity     | Scale    |
|------------|---------------|----------|
| 4 - 12 DUA | Low to Medium | Low-Rise |



| Development Type                    | Appropriateness | Conditions                                                                                                                                                                                                                       |
|-------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Single-Family Homes                 | ○ ○ ○           |                                                                                                                                                                                                                                  |
| Duplexes, Quadplexes, and Townhomes | ● ● ○           | Considered appropriate with character and lot standards compatible with the Downtown.                                                                                                                                            |
| Multifamily                         | ● ● ○           | Considered appropriate when incorporated with mixed use development.                                                                                                                                                             |
| Mixed Use                           | ● ● ●           | Considered appropriate with character and lot standards compatible with the Downtown.                                                                                                                                            |
| Neighborhood Commercial             | ● ● ●           | Generally considered appropriate with character and lot standards compatible with the Downtown. Local retail and services should be encouraged in this land use category.                                                        |
| General Commercial                  | ● ● ○           | Generally considered appropriate with character and lot standards compatible with the Downtown. Local retail and services should be encouraged in this land use category. Drive-thru's should not be permitted in this category. |
| Office                              | ● ● ●           | Overall appropriate.                                                                                                                                                                                                             |
| Light Industrial                    | ○ ○ ○           |                                                                                                                                                                                                                                  |
| Heavy Industrial                    | ○ ○ ○           |                                                                                                                                                                                                                                  |
| Civic                               | ● ● ○           |                                                                                                                                                                                                                                  |
| Parks and Open Space                | ● ● ●           | Generally considered appropriate or compatible within all Land Use Categories.                                                                                                                                                   |

# NEIGHBORHOOD COMMERCIAL

## Intent and Character

The Neighborhood Commercial Place Type supports a compatible mix of small-scale commercial and residential uses that serve surrounding neighborhoods. Non-residential uses are generally concentrated at key intersections and designed to promote walkability and neighborhood connectivity. Adaptive reuse of historic structures and dwellings is encouraged where appropriate to preserve surrounding character.

## Example Street Network



## Appropriate Land Use

Mixed Use, Senior Housing, Retail, Hotels, Restaurants, Personal Services, Offices, Civic and Institutional Uses, Parks and Open Space

| Density                                                | Intensity | Scale                |
|--------------------------------------------------------|-----------|----------------------|
| 1 - 2 DUA<br>(detached)<br><br>4 - 9 DUA<br>(attached) | Medium    | Low-Rise to Mid-Rise |



| Development Type                    | Appropriateness | Conditions                                                                                           |
|-------------------------------------|-----------------|------------------------------------------------------------------------------------------------------|
| Single-Family Homes                 | ● ○ ○           | Considered appropriate with character and lot standards compatible with the surrounding development. |
| Duplexes, Quadplexes, and Townhomes | ● ● ○           | Appropriate with higher density missing middle housing.                                              |
| Multifamily                         |                 |                                                                                                      |
| Mixed Use                           | ● ● ●           | Overall appropriate.                                                                                 |
| Neighborhood Commercial             | ● ● ●           | Generally appropriate with site design compatible with adjacent lower density uses.                  |
| General Commercial                  | ○ ○ ○           |                                                                                                      |
| Office                              | ● ● ○           | Overall appropriate.                                                                                 |
| Light Industrial                    | ○ ○ ○           |                                                                                                      |
| Heavy Industrial                    | ○ ○ ○           |                                                                                                      |
| Civic                               | ● ● ○           | Overall appropriate.                                                                                 |
| Parks and Open Space                | ● ● ●           | Generally considered appropriate or compatible within all Land Use Categories.                       |

# WALKABLE NEIGHBORHOOD

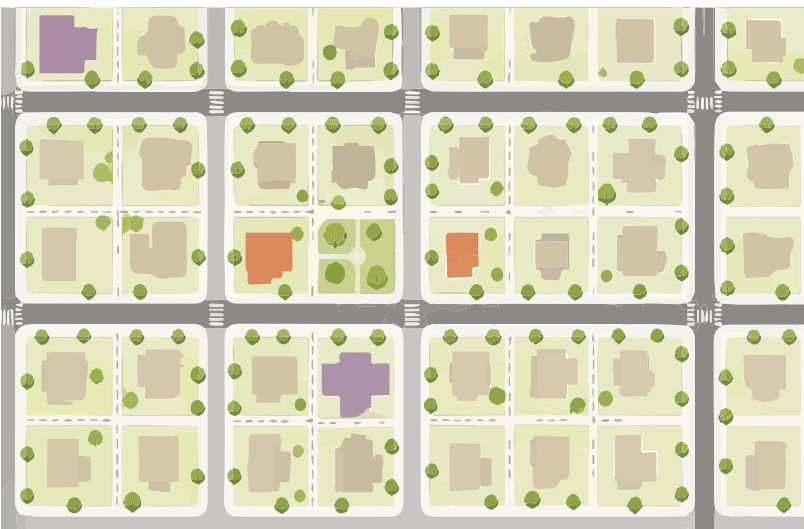
## Intent and Character

The Walkable Neighborhood Place Type consists primarily of single-family neighborhoods near the Downtown Core that reflect a traditional, pedestrian-oriented development pattern. Homes are oriented toward the street, with prominent front entrances and garages set back or accessed from rear alleys to reinforce neighborhood character and walkability.

## Appropriate Land Use

- Single-Family Detached Homes, Attached Residential, Parks and Green Spaces, Public Facilities, Civic and Insitutional Uses

## Example Street Network



| Density                                                                                         | Intensity | Scale                |
|-------------------------------------------------------------------------------------------------|-----------|----------------------|
| 3 DUA (detached)<br><br>2 - 14 DUA (deatched, Downtown)<br><br>12 - 18 DUA (attached, Downtown) | High      | Low-Rise to Mid-Rise |



| Development Type                    | Appropriateness | Conditions                                                                                                                                      |
|-------------------------------------|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Single-Family Homes                 | ● ● ●           | Small lot single-family detached housing appropriate in this land use category. Lot and site design may accommodate an ADU to the side or rear. |
| Duplexes, Quadplexes, and Townhomes | ● ● ○           | Overall appropriate.                                                                                                                            |
| Multifamily                         | ● ○ ○           | Appropriate when designed to be compatible with surrounding neighborhood.                                                                       |
| Mixed Use                           | ○ ○ ○           |                                                                                                                                                 |
| Neighborhood Commercial             | ● ● ○           | Appropriate when designed to be compatible with surrounding neighborhood.                                                                       |
| General Commercial                  | ○ ○ ○           |                                                                                                                                                 |
| Office                              | ○ ○ ○           |                                                                                                                                                 |
| Light Industrial                    | ○ ○ ○           |                                                                                                                                                 |
| Heavy Industrial                    | ○ ○ ○           |                                                                                                                                                 |
| Civic                               | ○ ○ ○           |                                                                                                                                                 |
| Parks and Open Space                | ● ● ●           | Generally considered appropriate or compatible within all Land Use Categories.                                                                  |

# EMPLOYMENT CENTER

## Intent and Character

Technology/Employment Centers are strategically concentrated along portions of US-72, SR-385, and I-269 where regional transportation access, planned infrastructure, and compatible land use patterns can support long-term employment growth. Concentrating major employment uses in these designated areas can help the Town coordinate infrastructure investment, protect appropriate sites for quality job creation, manage impacts on surrounding neighborhoods, and establish attractive employment gateways into Collierville.

## Example Street Network



HOLD FOR PHOTO OF FEDEX

## Appropriate Land Use

Corporate and Regional Headquarters, Research and Development, Technology and Innovation, Manufacturing, Offices, Training and Educational Facilities, Parks and Open Space

| Density | Intensity | Scale        |
|---------|-----------|--------------|
| N/A     | Medium    | Low/Mid-Rise |

HOLD FOR PHOTO OF CHEMSTATION

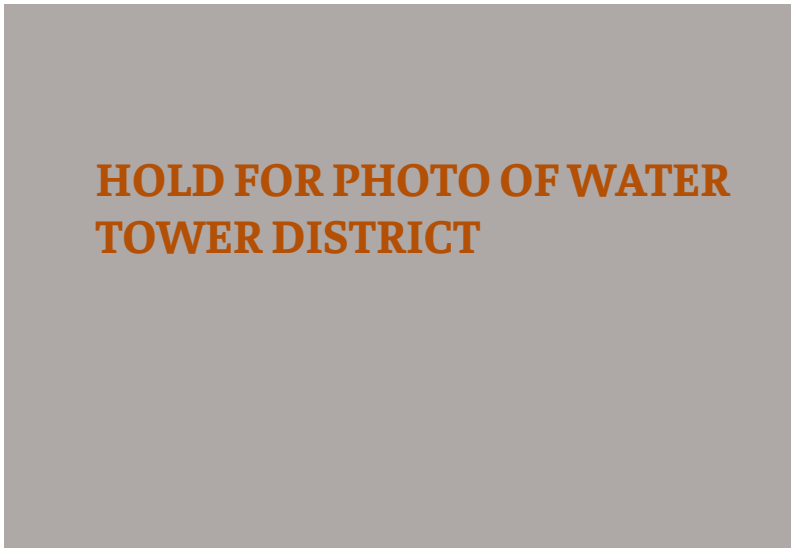
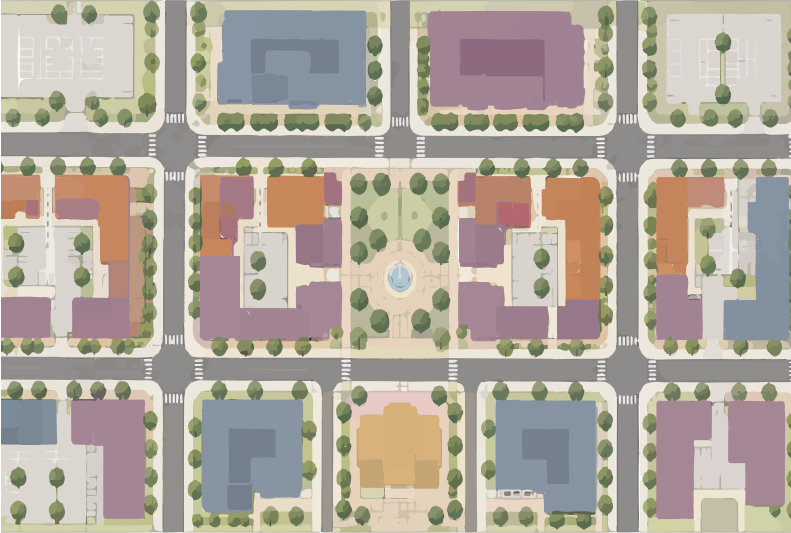
| Development Type                    | Appropriateness | Conditions                                                                                                                                            |
|-------------------------------------|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Single-Family Homes                 | ○ ○ ○           |                                                                                                                                                       |
| Duplexes, Quadplexes, and Townhomes | ○ ○ ○           |                                                                                                                                                       |
| Multifamily                         | ○ ○ ○           |                                                                                                                                                       |
| Mixed Use                           | ○ ○ ○           |                                                                                                                                                       |
| Neighborhood Commercial             | ● ● ○           | Overall appropriate; retail and services such as restaurants, lodging, etc. that cater to the needs of the workers in this area should be encouraged. |
| General Commercial                  | ● ● ●           | Overall appropriate; retail and services such as restaurants, lodging, etc. that cater to the needs of the workers in this area should be encouraged. |
| Office                              | ● ● ●           | Overall appropriate.                                                                                                                                  |
| Light Industrial                    | ● ● ●           | Overall appropriate.                                                                                                                                  |
| Heavy Industrial                    | ● ○ ○           | Considered appropriate when meeting development standards.                                                                                            |
| Civic                               | ● ● ●           | Overall appropriate.                                                                                                                                  |
| Parks and Open Space                | ● ● ●           | Generally considered appropriate or compatible within all Land Use Categories.                                                                        |

MIXED USE

Intent and Character

The Mixed Use Place Type supports a blend of residential and nonresidential uses that create active, walkable places where residents can live, work, shop, and recreate. These areas may include restaurants, retail, services, offices, and residential uses in horizontal or vertical mixed-use configurations, supported by an interconnected street and pedestrian network.

Example Street Network



Appropriate Land Use

Mixed Use Development, Retail, Offices, Single-Family Detached Homes, Public Facilities, Civic and Institutional Uses

| Density                                        | Intensity | Scale                |
|------------------------------------------------|-----------|----------------------|
| 4 - 6 DUA (detached)<br>12 - 18 DUA (attached) | Medium    | Low-Rise to Mid-Rise |



| Development Type                    | Appropriateness | Conditions                                                                     |
|-------------------------------------|-----------------|--------------------------------------------------------------------------------|
| Single-Family Homes                 | ● ○ ○           | Appropriate only when a part of a larger development.                          |
| Duplexes, Quadplexes, and Townhomes | ● ● ○           | Appropriate with higher density missing middle housing.                        |
| Multifamily                         | ● ● ●           | Considered appropriate when incorporated with mixed use development            |
| Mixed Use                           | ● ● ●           | Overall appropriate.                                                           |
| Neighborhood Commercial             | ● ● ●           | Overall appropriate.                                                           |
| General Commercial                  | ● ● ●           | Overall appropriate.                                                           |
| Office                              | ○ ○ ○           | Overall appropriate.                                                           |
| Light Industrial                    | ○ ○ ○           |                                                                                |
| Heavy Industrial                    | ○ ○ ○           |                                                                                |
| Civic                               | ● ● ●           | Overall appropriate.                                                           |
| Parks and Open Space                | ● ● ●           | Generally considered appropriate or compatible within all Land Use Categories. |

# ESTATE RESIDENTIAL

## Intent and Character

The Estate Residential Place Type is characterized by single-family homes on large lots, generally four acres or greater, within a rural, open landscape. Limited conservation subdivision (CS) or hamlet-style development may be appropriate where smaller lots are balanced by permanent open space preservation, protection of natural features, and access to public sewer, while maintaining the area’s overall low-density character.

## Example Street Network



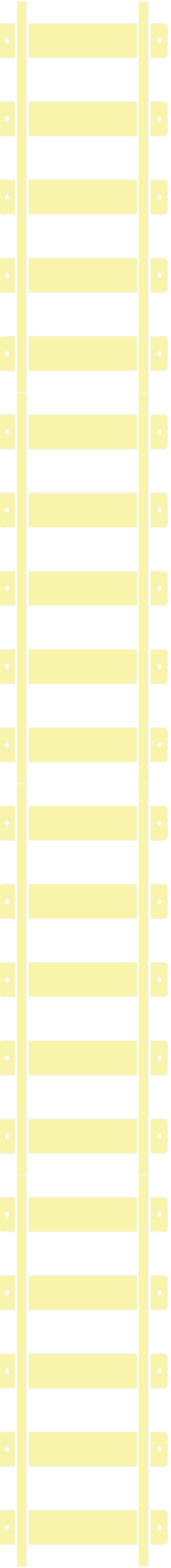
## Appropriate Land Use

Single-Family Detached Homes, Attached Residential (CS or hamlet), Civic and Insitutional Uses, Parks and Open Space

| Density                                             | Intensity | Scale    |
|-----------------------------------------------------|-----------|----------|
| 0.5 DUA (no water/sewer)<br>1 -2 DUA (CS or hamlet) | Low       | Low-Rise |



| Development Type                    | Appropriateness | Conditions                                                                                                                                                    |
|-------------------------------------|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Single-Family Homes                 | ● ● ●           | Large lot single-family detached housing (unless a CS) appropriate in this land use category. Lot and site design may accommodate an ADU to the side or rear. |
| Duplexes, Quadplexes, and Townhomes | ○ ○ ○           |                                                                                                                                                               |
| Multifamily                         | ○ ○ ○           |                                                                                                                                                               |
| Mixed Use                           | ○ ○ ○           |                                                                                                                                                               |
| Neighborhood Commercial             | ○ ○ ○           |                                                                                                                                                               |
| General Commercial                  | ○ ○ ○           |                                                                                                                                                               |
| Office                              | ○ ○ ○           |                                                                                                                                                               |
| Light Industrial                    | ○ ○ ○           |                                                                                                                                                               |
| Heavy Industrial                    | ○ ○ ○           |                                                                                                                                                               |
| Civic                               | ○ ○ ○           |                                                                                                                                                               |
| Parks and Open Space                | ● ● ●           | Generally considered appropriate or compatible within all Land Use Categories.                                                                                |



# SUBURBAN NEIGHBORHOOD

## Intent and Character

The Suburban Neighborhood Place Type represents Collierville’s predominant residential development pattern and consists primarily of low-density, single-family detached homes within planned subdivisions. These neighborhoods typically feature consistent lot patterns and internal street networks, with connections to parks, open spaces, and greenways encouraged to support neighborhood walkability and connectivity.

## Example Street Network



## Appropriate Land Use

Single-Family Detached Homes, Civic and Institutional Uses, Parks and Open Space

| Density  | Intensity | Scale    |
|----------|-----------|----------|
| 1 -4 DUA | Low       | Low-Rise |



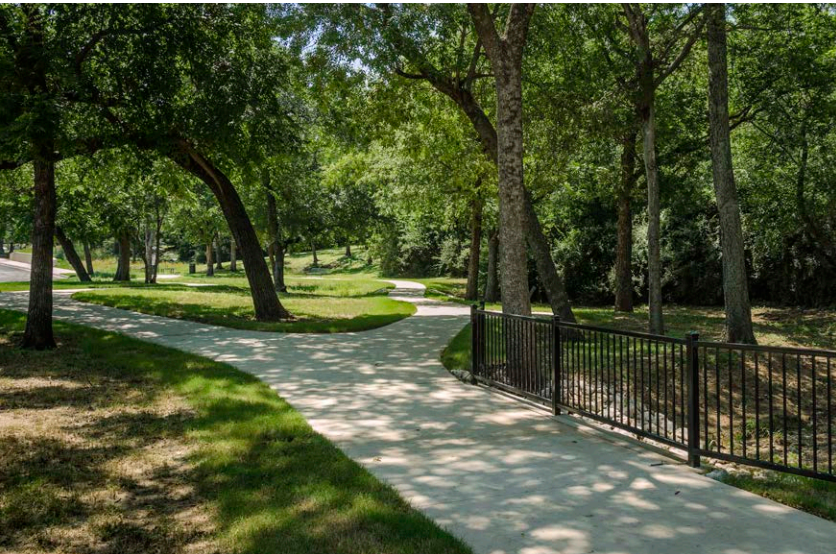
| Development Type                    | Appropriateness                              | Conditions                                                                                                                                      |
|-------------------------------------|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Single-Family Homes                 | <div><div></div><div></div><div></div></div> | Small lot single-family detached housing appropriate in this land use category. Lot and site design may accommodate an ADU to the side or rear. |
| Duplexes, Quadplexes, and Townhomes | <div><div></div><div></div><div></div></div> |                                                                                                                                                 |
| Multifamily                         | <div><div></div><div></div><div></div></div> |                                                                                                                                                 |
| Mixed Use                           | <div><div></div><div></div><div></div></div> |                                                                                                                                                 |
| Neighborhood Commercial             | <div><div></div><div></div><div></div></div> |                                                                                                                                                 |
| General Commercial                  | <div><div></div><div></div><div></div></div> |                                                                                                                                                 |
| Office                              | <div><div></div><div></div><div></div></div> |                                                                                                                                                 |
| Light Industrial                    | <div><div></div><div></div><div></div></div> |                                                                                                                                                 |
| Heavy Industrial                    | <div><div></div><div></div><div></div></div> |                                                                                                                                                 |
| Civic                               | <div><div></div><div></div><div></div></div> |                                                                                                                                                 |
| Parks and Open Space                | <div><div></div><div></div><div></div></div> | Generally considered appropriate or compatible within all Land Use Categories.                                                                  |

GREEN INFRASTRUCTURE

Intent and Character

The Green Infrastructure Place Type includes floodplains, stream corridors, greenbelts, trails, parks, conservation lands, open space, and public utility facilities. Development should generally be limited to low-impact recreational, civic, and infrastructure uses, with an emphasis on preserving and restoring streams, woodlands, tree cover, and other natural features while providing environmental and recreational benefits to the community.

Example Street Network



Appropriate Land Use

Parks and Open Space, Greenbelts, Agricultural Uses, Civic and Institutional Uses

| Density | Intensity | Scale    |
|---------|-----------|----------|
| N/A     | Low       | Low-Rise |



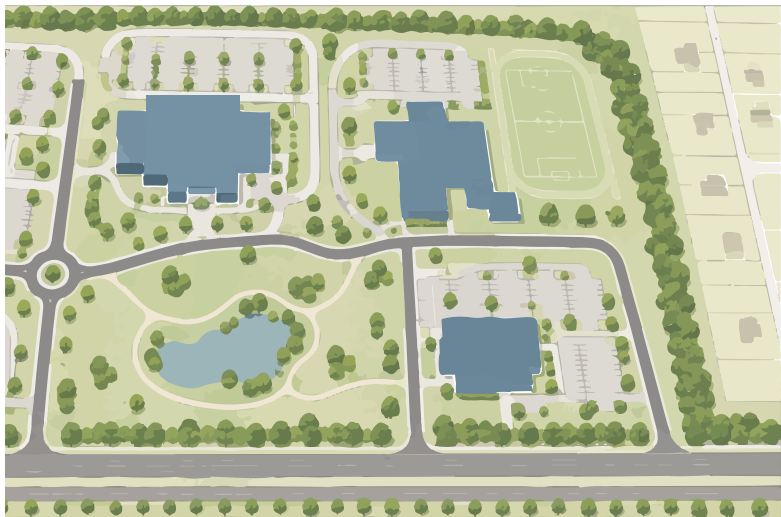
| Development Type                    | Appropriateness | Conditions                                                                     |
|-------------------------------------|-----------------|--------------------------------------------------------------------------------|
| Single-Family Homes                 | ○ ○ ○           |                                                                                |
| Duplexes, Quadplexes, and Townhomes | ○ ○ ○           |                                                                                |
| Multifamily                         | ○ ○ ○           |                                                                                |
| Mixed Use                           | ○ ○ ○           |                                                                                |
| Neighborhood Commercial             | ○ ○ ○           |                                                                                |
| General Commercial                  | ○ ○ ○           |                                                                                |
| Office                              | ○ ○ ○           |                                                                                |
| Light Industrial                    | ○ ○ ○           |                                                                                |
| Heavy Industrial                    | ○ ○ ○           |                                                                                |
| Civic                               | ● ● ○           | Overall appropriate.                                                           |
| Parks and Open Space                | ● ● ●           | Generally considered appropriate or compatible within all Land Use Categories. |

OFFICE - INSTITUTIONAL CAMPUS

Intent and Character

The Office-Institutional Campus Place Type includes corporate and professional offices, hospitals, schools, places of assembly, and other civic or institutional facilities organized within a unified campus setting. Development typically emphasizes open space, landscaped setbacks, buffering, and internal pedestrian connections, with smaller-scale uses potentially serving as transitions between neighborhoods and more intensive development.

Example Street Network



Appropriate Land Use

Offices, Hospitals, Research Facilities, Colleges or Universities, Civic and Institutional Uses, Parks and Open Space

| Density | Intensity | Scale                |
|---------|-----------|----------------------|
| N/A     | Low       | Low-Rise to Mid-Rise |



| Development Type                    | Appropriateness | Conditions                                                                                                                                            |
|-------------------------------------|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Single-Family Homes                 | ○ ○ ○           |                                                                                                                                                       |
| Duplexes, Quadplexes, and Townhomes | ○ ○ ○           |                                                                                                                                                       |
| Multifamily                         | ○ ○ ○           |                                                                                                                                                       |
| Mixed Use                           | ○ ○ ○           |                                                                                                                                                       |
| Neighborhood Commercial             | ● ● ○           | Overall appropriate; retail and services such as restaurants, lodging, etc. that cater to the needs of the workers in this area should be encouraged. |
| General Commercial                  | ○ ○ ○           |                                                                                                                                                       |
| Office                              | ● ● ●           | Overall appropriate.                                                                                                                                  |
| Light Industrial                    | ○ ○ ○           |                                                                                                                                                       |
| Heavy Industrial                    | ○ ○ ○           |                                                                                                                                                       |
| Civic                               | ● ● ●           | Overall appropriate.                                                                                                                                  |
| Parks and Open Space                | ● ● ●           | Generally considered appropriate or compatible with all Land Use Categories.                                                                          |

# CORRIDOR COMMERCIAL

## Intent and Character

The Corridor Commercial Place Type provides a range of retail, service, and other commercial uses along major, high-traffic roadways. Development is primarily auto-oriented but should incorporate quality site design, landscaping, and pedestrian and bicycle connections where appropriate. Residential uses, including apartments and townhomes, may be appropriate when provided direct access to a public street and designed consistent with applicable development standards.

## Example Street Network



## Appropriate Land Use

Retail, Hotels, Offices, Civic and Institutional Uses, Mixed Use Development, Attached Residential, Parks and Open Space

| Density   | Intensity | Scale                |
|-----------|-----------|----------------------|
| 3 - 8 DUA | High      | Low-Rise to Mid-Rise |

HOLD FOR PHOTO OF ALDI /  
POPLAR AVE

| Development Type                    | Appropriateness | Conditions                                                                     |
|-------------------------------------|-----------------|--------------------------------------------------------------------------------|
| Single-Family Homes                 | ○ ○ ○           |                                                                                |
| Duplexes, Quadplexes, and Townhomes | ● ○ ○           | Considered appropriate to encourage mixed-use development.                     |
| Multifamily                         | ● ● ○           | Considered appropriate when incorporated with mixed use development.           |
| Mixed Use                           | ● ● ○           | Considered appropriate to encourage mixed-use development.                     |
| Neighborhood Commercial             | ● ● ●           | Overall appropriate.                                                           |
| General Commercial                  | ● ● ●           | Overall appropriate.                                                           |
| Office                              | ● ● ●           | Overall appropriate.                                                           |
| Light Industrial                    | ● ○ ○           | Considered appropriate when meeting development standards.                     |
| Heavy Industrial                    | ● ○ ○           | Considered appropriate when meeting development standards.                     |
| Civic                               | ● ○ ○           | Overall appropriate.                                                           |
| Parks and Open Space                | ● ● ●           | Generally considered appropriate or compatible within all Land Use Categories. |

# CORRIDOR FUTURE LAND USE

Collierville’s major transportation corridors serve as the backbone of the Town’s transportation network and are critical to its long-term land use. Corridors such as Poplar Avenue (US-72), Bill Morris Parkway (SR-385), Interstate 269 (I-269), and other principal arterial roadways provide regional connectivity while serving as the primary locations for commercial activity, employment centers, and community services. Because these corridors already contain significant public infrastructure, utilities, and commercial development, they are the most appropriate locations to accommodate future commercial growth, redevelopment, and strategic investment. This approach is consistent with the Town’s Major Road Plan, which identifies these corridors as the primary routes for regional mobility and future transportation improvements.

The Place Type Map reinforces this pattern by directing future commercial development toward existing commercial corridors and activity centers where infrastructure capacity already exists. Concentrating development in these areas promotes the efficient use of roads, water and sewer infrastructure, and public services while minimizing the need for costly infrastructure extensions. Encouraging infill development and redevelopment along these corridors also helps strengthen existing commercial districts, supports fiscal sustainability, and protects the character of established residential neighborhoods by discouraging scattered commercial development.

In addition to suburban commercial uses, the Town should encourage mixed use development at strategic locations along these corridors, particularly within existing commercial centers, major intersections, and redevelopment opportunity sites. Integrating residential, office, retail, restaurant, hospitality, and entertainment uses creates active destinations that serve residents throughout the day and evening while making more efficient use of land and infrastructure. Mixed use development also provides opportunities to diversify housing options, support local businesses, and create more walkable environments.

As commercial properties mature and market conditions continue to evolve, redevelopment will become an increasingly important component of the Town’s growth strategy. Underutilized shopping centers, vacant commercial parcels, and aging retail developments offer opportunities for reinvestment through thoughtful infill and adaptive reuse.

Carriage Crossing represents one of Collierville’s most significant long-term reinvestment opportunities. As retail markets and consumer preferences continue to evolve, the area has the potential to transition over time from a predominantly retail destination into a more diverse, active, and resilient mixed-use center. Future reinvestment could build upon the site’s existing infrastructure, regional accessibility, established businesses, and recognizable identity while introducing new uses and amenities that strengthen its role as a community destination. Potential components could include entertainment and recreation uses, restaurants and dining, hospitality, public gathering spaces, office or employment uses, and compatible housing, particularly where residential uses can complement commercial activity and contribute to a more active environment throughout the day and evening. Improvements to internal streets, sidewalks, landscaping, public spaces, and connections between uses could also create a more walkable and cohesive development pattern, allowing visitors and residents to move comfortably among destinations without relying on a vehicle for every trip.

These concepts are intended to illustrate potential opportunities rather than prescribe a specific redevelopment program or required mix of uses. Redevelopment may occur incrementally over time and should remain responsive to market conditions, property-owner interests, infrastructure capacity, and community needs. Future proposals should be evaluated based on how well they contribute to a high-quality, connected, and economically sustainable destination while remaining compatible with Collierville’s broader community character and development expectations.

**HOLD FOR FINAL FLUM  
EXCERPTS**

**HOLD FOR FINAL FLUM  
EXCERPTS**

# GOALS

## **1. Focus Development in Appropriate Growth Areas**

Direct new development and redevelopment to designated growth areas, activity centers, and transportation corridors that are adequately served or planned to be served by infrastructure and public services, while preserving the stability and character of established neighborhoods and rural fringe areas.

## **2. Preserve and Enhance Community Character**

Promote land use patterns and development forms that reinforce Collierville's historic identity, small-town character, and established neighborhood fabric through high-quality design, context-sensitive development, and attention to visual and aesthetic quality.

## **3. Promote a Balanced and Integrated Land Use Pattern**

Encourage a well-balanced distribution of residential, commercial, employment, civic, and recreational uses that supports daily needs, enhances community self-sufficiency, and reduces land use conflicts and inefficient development patterns.

## **4. Protect Natural Resources and Open Spaces**

Conserve environmentally sensitive areas, including floodplains, stream corridors, wetlands, and significant tree canopy, and promote the integration of these resources into a continuous network of greenways, parks, and open space.

## **5. Promote Sustainable and Efficient Development Practices**

Encourage development that incorporates sustainable site design, low-impact design, stormwater management best practices, and environmentally responsible building and planning principles to support long-term fiscal and environmental sustainability.

## **6. Encourage Infill and Redevelopment**

Prioritize the redevelopment and adaptive reuse of underutilized or aging properties to maximize existing public investments, improve land use efficiency, and reduce pressure for outward expansion into undeveloped areas.

## **7. Strengthen Multifamily Development Standards and Review Criteria**

Evaluate and update the Town's development regulations to establish clearer locational, design, compatibility, and review standards for multifamily housing. Standards should address appropriate locations; building scale, height, and massing; architectural quality and materials; transitions to lower-density neighborhoods; parking and access; open space and amenities; pedestrian connectivity; landscaping and buffering; infrastructure capacity; and integration within mixed-use and activity centers.

