

COLLIERVILLE



2 0 5 0

COMPREHENSIVE PLAN

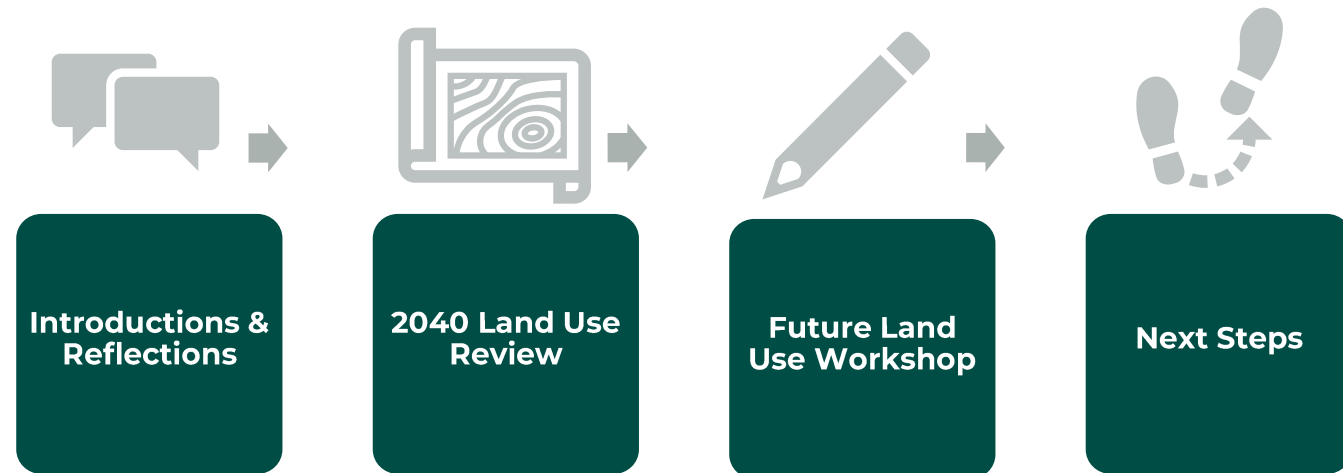
Steering Committee Meeting

April 2026



Town of Collierville

AGENDA





INTRODUCTION and REFLECTIONS



Town of Collierville

YOUR TURN!



Community Meetings

Say hi and tell us...

- What have you learned from your meetings with peers, friends, colleagues, and others in the community? What conversations went well?
- What questions remain? What new ones have appeared? What challenges have you faced?



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





VISION STATEMENT CONSENSUS BUILDING



Town of Collierville

VISION STATEMENT and GUIDING PRINCIPLES



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



VISION STATEMENT and GUIDING PRINCIPLES



B: “In 2050, Collierville is a thriving community defined by strong relationships, safe and welcoming neighborhoods, vibrant public spaces, and thoughtful growth that preserves the Town’s unique character and exceptional quality of life. The Town celebrates its small-town spirit through active community engagement, meaningful traditions, and shared experiences that bring neighbors together. With excellent schools, well-connected parks and green spaces, and carefully planned development, Collierville continues to be a place where people of all ages feel connected, supported and proud to call home.”



VISION STATEMENT and GUIDING PRINCIPLES



C: “In 2050, Collierville is a thriving community defined by strong relationships, safe and welcoming neighborhoods, vibrant public spaces, and thoughtful growth that preserves the Town’s unique character and exceptional quality of life. The Town continues to honor its historic charm while embracing innovation, investing in excellent schools, connected parks and greenways, and walkable gathering places that bring residents together. Through responsible planning and community engagement, Collierville remains a place where families, businesses, and future generations can live, work, and thrive.”





2040 LAND USE PLAN: The Starting Point



Town of Collierville

COLLIERVILLE 2040 LAND USE PLAN



- Adopted in 2017
- Serves as the Town's official position on future land use, growth, and community character, guiding zoning decisions, subdivision approvals, and development applications
- Advisory in nature, not a legally binding document, but the primary policy reference for land use decisions since adoption
- Organized around 12 Place Types: a character-based approach to land use that describes not just what goes where, but how it should look and feel



PLACE TYPES

Residential/Rural

- Agriculture/Rural Residential
- Estate Residential
- Suburban Neighborhood
- Traditional Neighborhood
- Emerging Residential

Nonresidential/Mixed

- Village Retail Activity Center
- Mixed Use Activity Center
- Downtown Core
- Office/Institutional Campus
- Suburban Commercial
- Technology/Employment Center

Infrastructure

- Green Corridor/Infrastructure

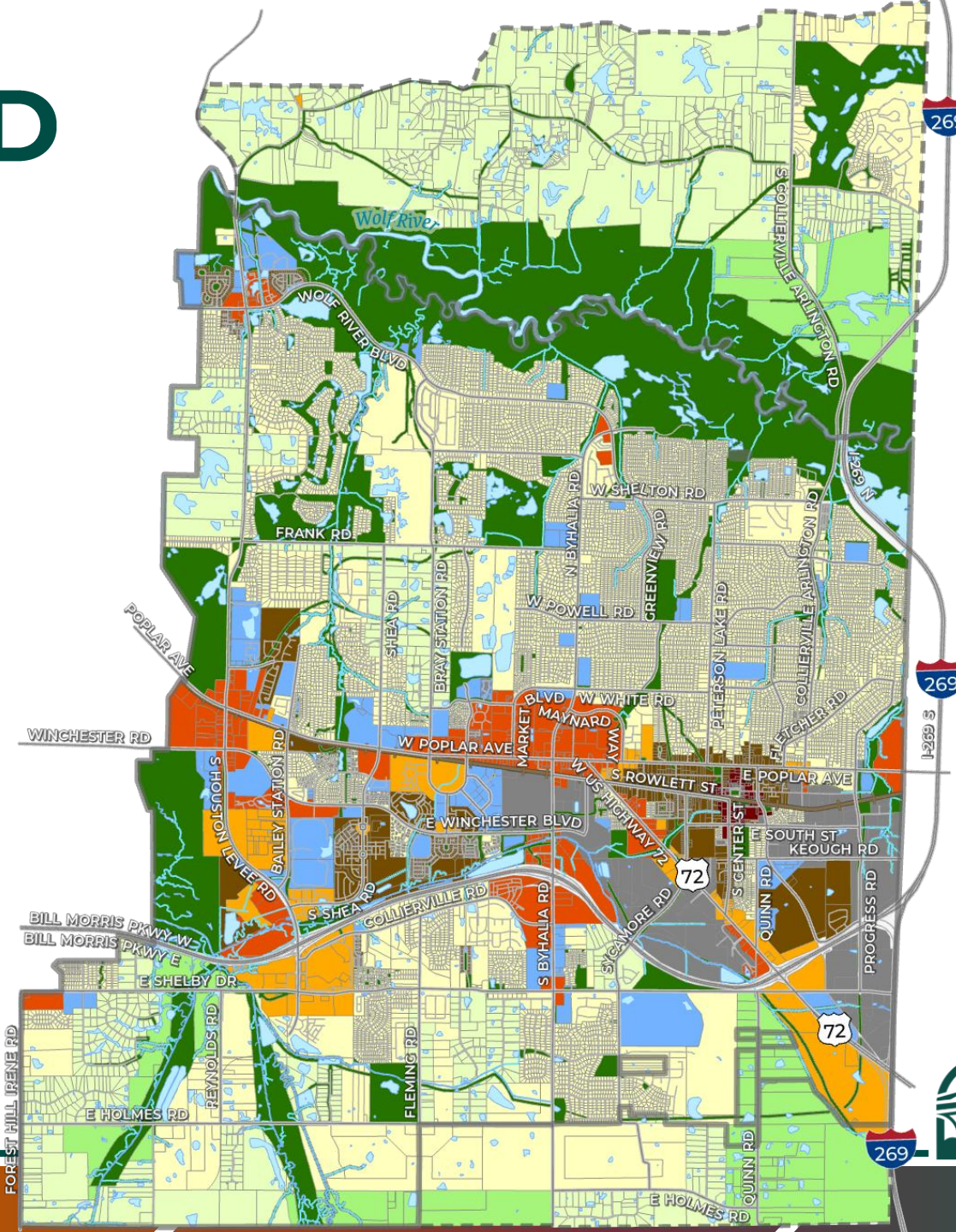


FUTURE LAND USE MAP

- Outline
- Collierville Town Limit
 - Collierville Annexation Reserve
 - Major Road
 - Railroad
 - Local Road
 - Waterbody
 - Stream
- FutureLandUse
- 2040 Place Types
- Agriculture / Rural Residential
 - Conventional Suburban Neighborhood
 - Downtown Core Activity Center
 - Estate Residential
 - Green Corridor / Infrastructure
 - Mixed - Use Activity Center
 - Office - Institutional Campus
 - Suburban Commercial
 - Technology - Employment Center
 - Traditional Neighborhood

0 3,500 7,000

SCALE IN FEET



COLLIERVILLE



2050

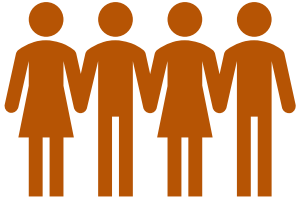
COMPREHENSIVE PLAN



Town of Collierville

2040 PLAN ASSUMPTIONS

Full build-out analysis (using 2010 Census data):



89,953
Residents



31,494
Dwelling Units



17,591,906 sq. ft.
Nonresidential
Development

2010 Census
Population:

43,965

~**84%** of City limits is designated for residential use or green infrastructure

Remaining **16%** is designated for non-residential uses



KEY QUESTION



Does the 2040 FLUM still reflect where Collierville is headed?

3 supporting questions to discuss tonight:

1. How does the 2040 FLUM compare to what has actually been built?
2. Are the existing Place Types still the right categories and mix?
3. Where are the opportunity areas that should shape the next chapter of growth?





2040 LAND USE PLAN VS. CURRENT CONDITIONS



Town of Collierville

POPULATION & GROWTH

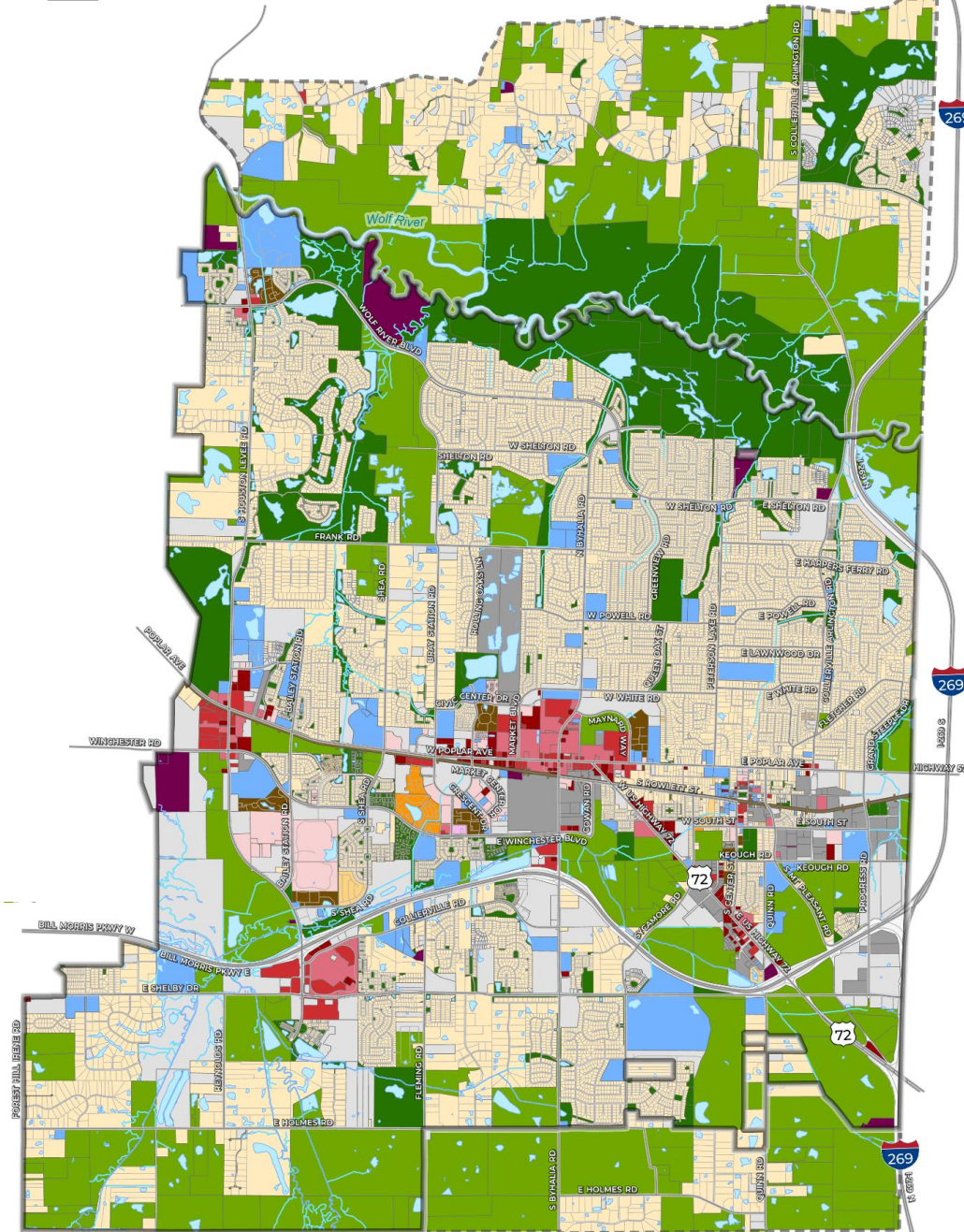


Indicator	2010/2011 Baseline	Full Buildout (2040 FLU Plan)	Current (2025)
Population	43,965	89,953	54,230
Dwelling Units	15,717	31,494	21,965
Nonresidential Sq. Ft.	9.8 M sq ft	17.6 M sq ft	18.2 M sq ft

Collierville is currently at roughly **70%** of its projected housing capacity and **X%** of Nonresidential square footage capacity



2025 EXISTING LAND USE



EXISTING LAND USE ACREAGES

Land Use Type	Acreage
Residential, Detached	10,493.7
Residential, A Vertical	94.3
Residential, A Horizontal	161.3
Residential, Mixed-Use	66.4
Mixed Use	13.1
Rec/Open Space	4,468.5

Land Use Mix:

47% Residential Uses & Green Space

36% Non-Residential Uses

9% Vacant

~8% Right of Way

Land Use Type	Acreage
Commercial	155.9
Retail	271.8
Office	312.6
Mixed-Use Non-Residential	249.5
Industrial	645.8
Institution	1,259.5
Agriculture/Farm	8,598.5
Utility	270.3
Vacant	2,994.2



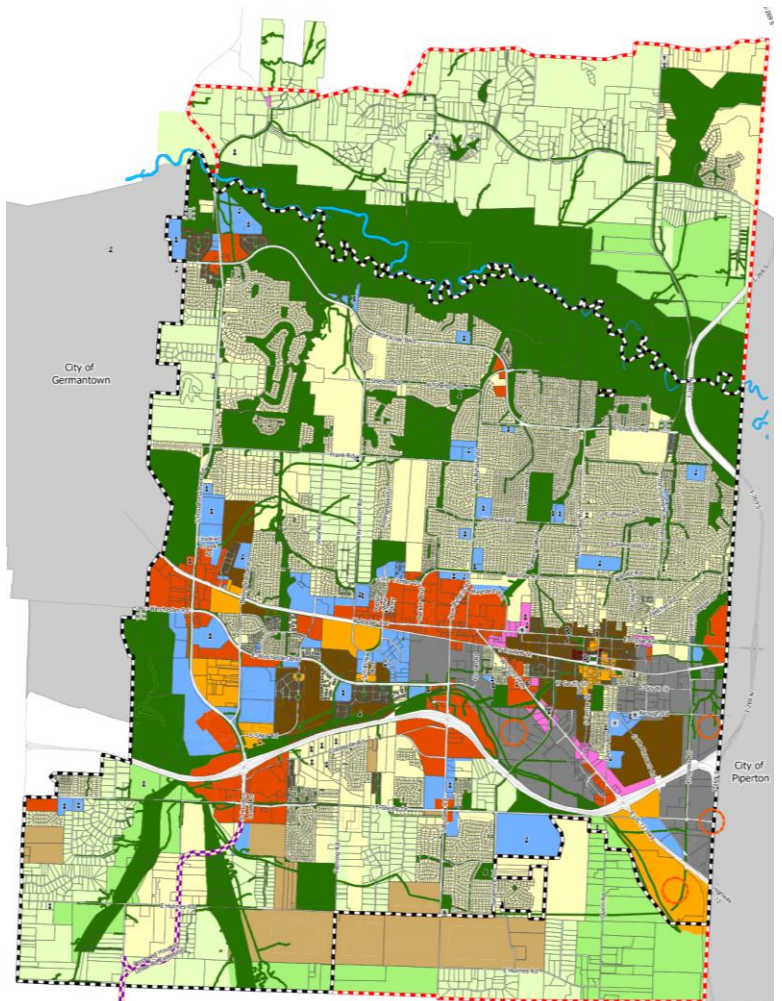
2040 FLUM vs. EXLU

2025 Existing Land Use Map

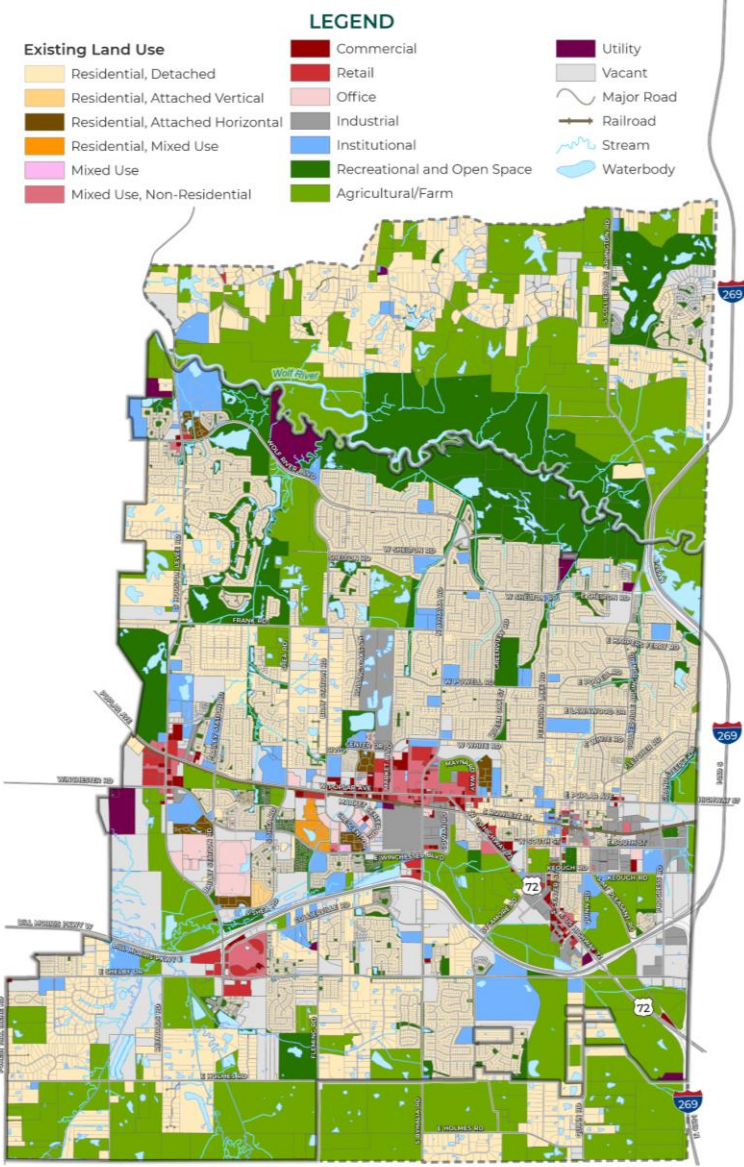
2040 Future Land Use Map

2040 Place Types

- Agriculture / Rural Residential
- Downtown Core Activity Center
- Village Retail Activity Center
- Traditional Neighborhood
- Technology - Employment Center
- Mixed - Use Activity Center
- Suburban Commercial
- Estate Residential
- Conventional Suburban Neighborhood
- Emerging Residential
- Green Corridor / Infrastructure
- Office - Institutional Campus
- Potential Technology - Employment Center Super Site
- Town of Collierville
- UGB
- Wolf River
- Cemetery
- Church
- School
- Utility



Page III-14 of 2040 Plan



FLUM PLACE TYPE ACREAGES



Place Type	Acreage	Percentage
Ag/Rural Residential	2,134	7.0%
Estate Residential	6,764	22.1%
Suburban Residential	6,908	22.6%
Traditional Neighborhood	1,090	3.6%
Emerging Residential	2,330	7.6%
Village Retail Activity Center	137	0.4%
Mixed Use Activity Center	724	2.4%
Downtown Core	13	-
Office/Institutional Campus	1,397	4.6%
Suburban Commercial	1,318	4.5%
Technology/Employment Center	1,106	3.6%
Green Corridor/Infrastructure	6,608	21.6%

* Includes land area within the Town and the Town's Urban Growth Boundary. Excludes ROW. Greenbelt Corridor/Infrastructure Place Type overlaps other place types



Town of Collierville



FUTURE LAND USE WORKSHOP (FLUW)



Town of Collierville

FLUM PLACE TYPES

Residential/Rural

- Agriculture/Rural Residential
- Estate Residential
- Suburban Neighborhood
- Traditional Neighborhood
- Emerging Residential

Nonresidential/Mixed

- Village Retail Activity Center
- Mixed Use Activity Center
- Downtown Core
- Office/Institutional Campus
- Suburban Commercial
- Technology/Employment Center

Infrastructure

- Green Corridor/Infrastructure



FLUM PLACE TYPES

What does a Place Type tell us?

Land Use

Scale

Form



FLUM PLACE TYPES

What does a Place Type tell us?

Land Use

Residential, versus
Commercial, versus Mixed
Use, etc.

Scale

Retail Sales as a Land Use –
this could be a 200,000 square
foot Target, or a 1,900 square
foot boutique

Form

A 1,900 square foot
boutique could be the first
floor of a multi-story
building in a bustling,
walkable area, or a
Residential-to-Retail
conversion on a quiet
neighborhood corner



FLUM PLACE TYPES

How do we use Place Types?

Policy



Regulation



FLUM PLACE TYPES

How do we use Place Types?

Policy

Place Types
Transportation and Mobility
Priorities



Regulation

Development Ordinances
Infrastructure Design
Standards





FLUW — LAND USE



Town of Collierville

GUIDING QUESTIONS

Think about the Land Use classifications exemplified on your handouts. Think about the places in Town that are defined by those Land Uses today.

Now look at your maps, and consider that over the next 25 years, people and businesses will move into Town, move out of Town, and move around, subject to evolving lifestyle and economic needs and preferences.

Where should remain or continue to grow into its current Land Use? Where might be primed to begin changing? How should the Town plan for undeveloped land to fill in?





FLUW — FORM and SCALE



Town of Collierville

GUIDING QUESTIONS

Think about the Land Use classifications you just placed on the map. These tell us what kinds of activities are going on throughout Collierville – *people live here, they work here, they shop here...* - but they don't tell us about the feeling and the character of these places.

Consider the areas you've identified as Residential in 2050. Which of these take the form of large-lot estate homes? Which might remain or develop as traditional, small-lot detached homes, or things like townhomes and ADUs? Among your commercial, where in Town are the big-box regional retailers, and where are smaller local businesses that may complement neighborhoods?





FLUW — OPPORTUNITY AREAS



Town of Collierville

WHAT IS AN OPPORTUNITY AREA?

Opportunity Areas are places within the city that could support new investment, business growth, or redevelopment in the future.

These may include:

- Vacant or underutilized properties
- Key corridors or intersections
- Gateway locations
- Areas with existing infrastructure
- Sites with redevelopment potential

Annotate each of these in a visually distinct way – gateways may be one color, vacant properties another, etc.



GUIDING QUESTIONS

As you review the map, consider:

1. Where are the best places for new businesses or jobs?
2. Are there underutilized sites that could be repositioned?
3. Which areas have good visibility and access?
4. Where does infrastructure already support growth?
5. Are there areas that should be preserved or avoided?



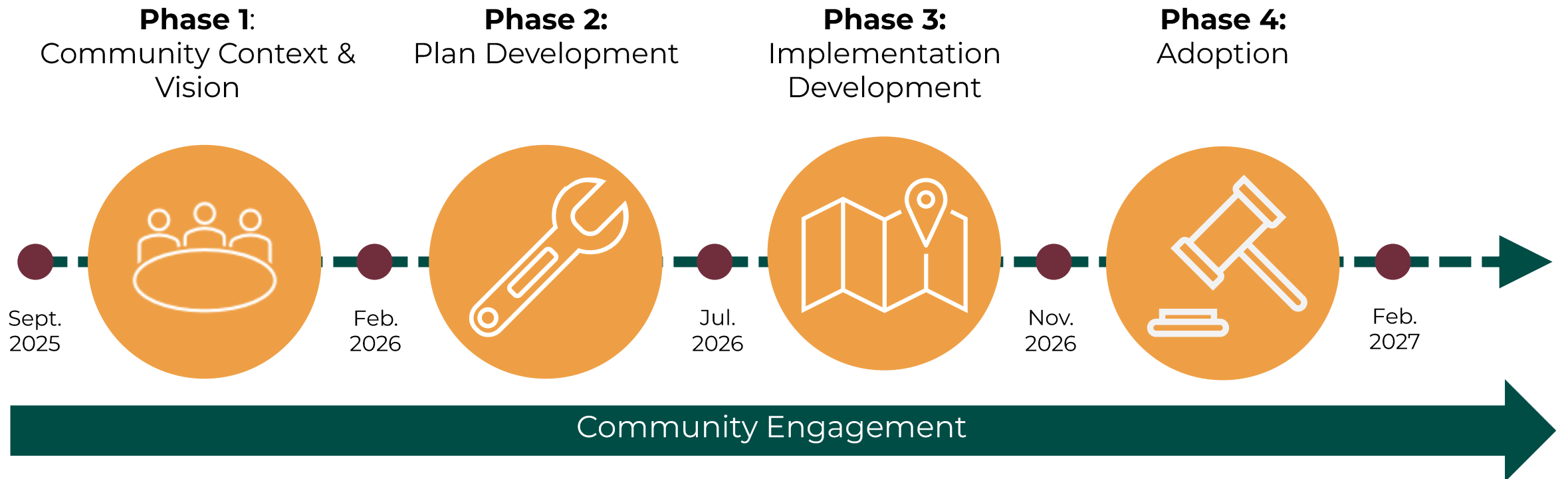


NEXT STEPS



Town of Collierville

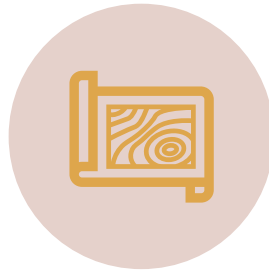
PROJECT TIMELINE



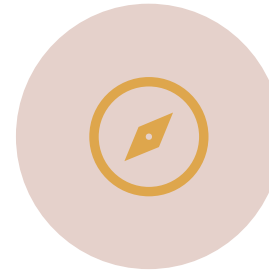
NEXT STEPS



PLAN DRAFTING



**MAP AND EXHIBIT
CREATION**



**VISION & GUIDING
PRINCIPLES**



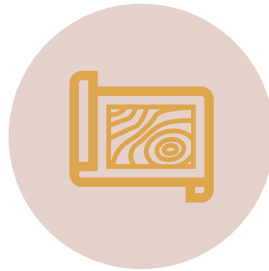
**MULTI-DAY
CHARRETTE**



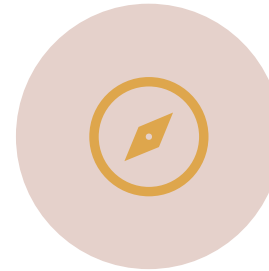
NEXT STEPS



PLAN DRAFTING



**MAP AND EXHIBIT
CREATION**



**VISION & GUIDING
PRINCIPLES**



**MULTI-DAY
CHARRETTE**





**THANK
YOU!**



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

colliervilletn.gov/GetOnBoard