

COLLIERVILLE



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COMPREHENSIVE PLAN

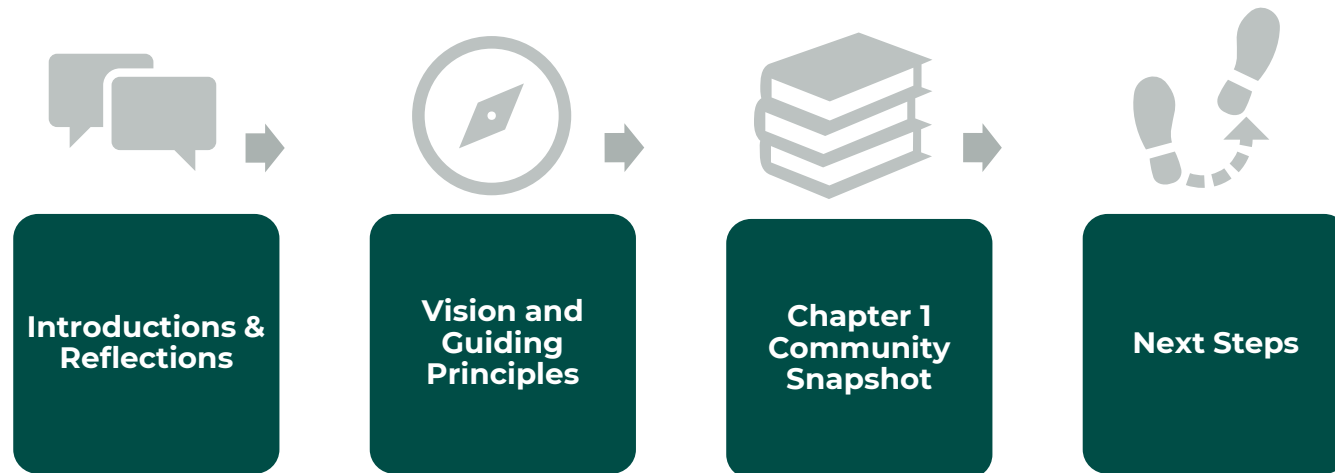
Steering Committee Meeting

March 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





IN-PERSON ENGAGEMENT RECAP



Town of Collierville

DECEMBER MEETING THEMES



**Preserve Small-Town
Character but Embrace
Intentional Growth**



**Connectivity,
Walkability, and
Greenways**



**Protect Housing
Character but Improve
Cost and Aging-in-Place**



Town of Collierville

DECEMBER MEETING THEMES



**Keep the Town Square's
Vibrance Adaptable**



**Build a Local, Human-scaled,
Experiential Economy**



**Transparent, Predictable,
Collaborative Growth
Management**





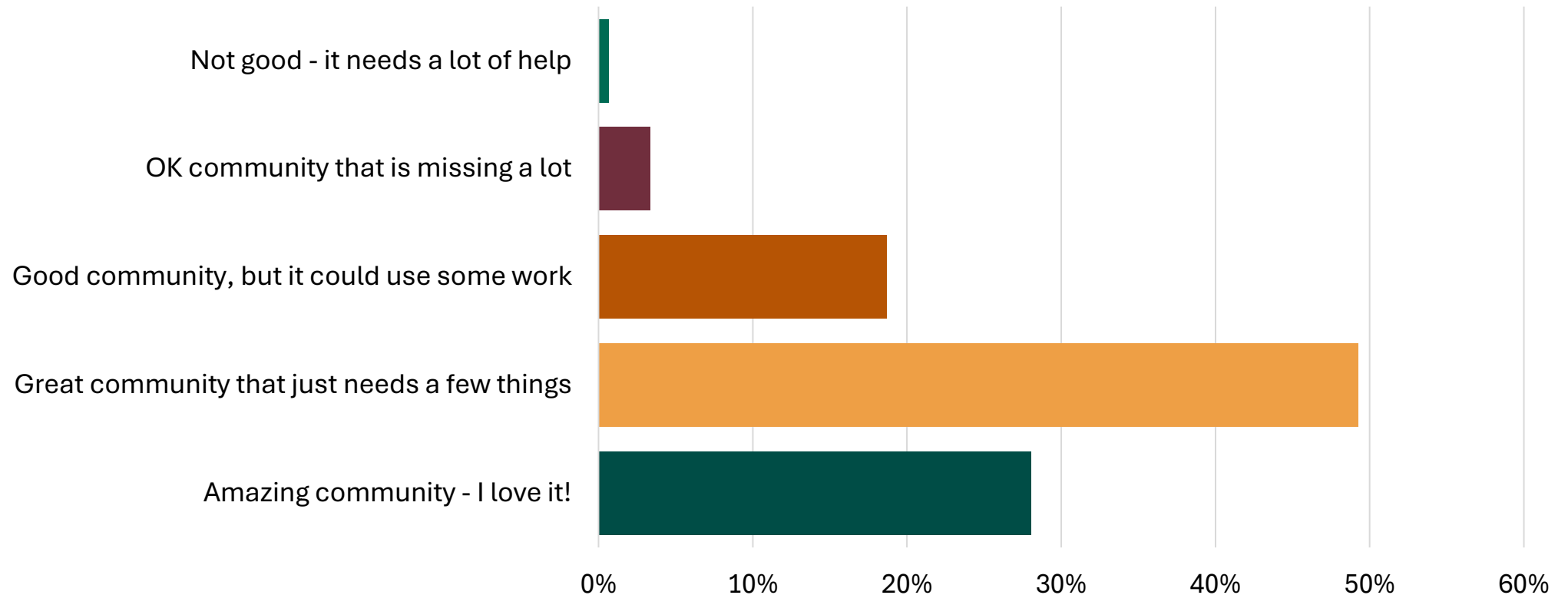
ONLINE ENGAGEMENT RECAP



Town of Collierville

ENGAGEMENT RESULTS

7. Overall, how do you feel about Collierville? (select one)

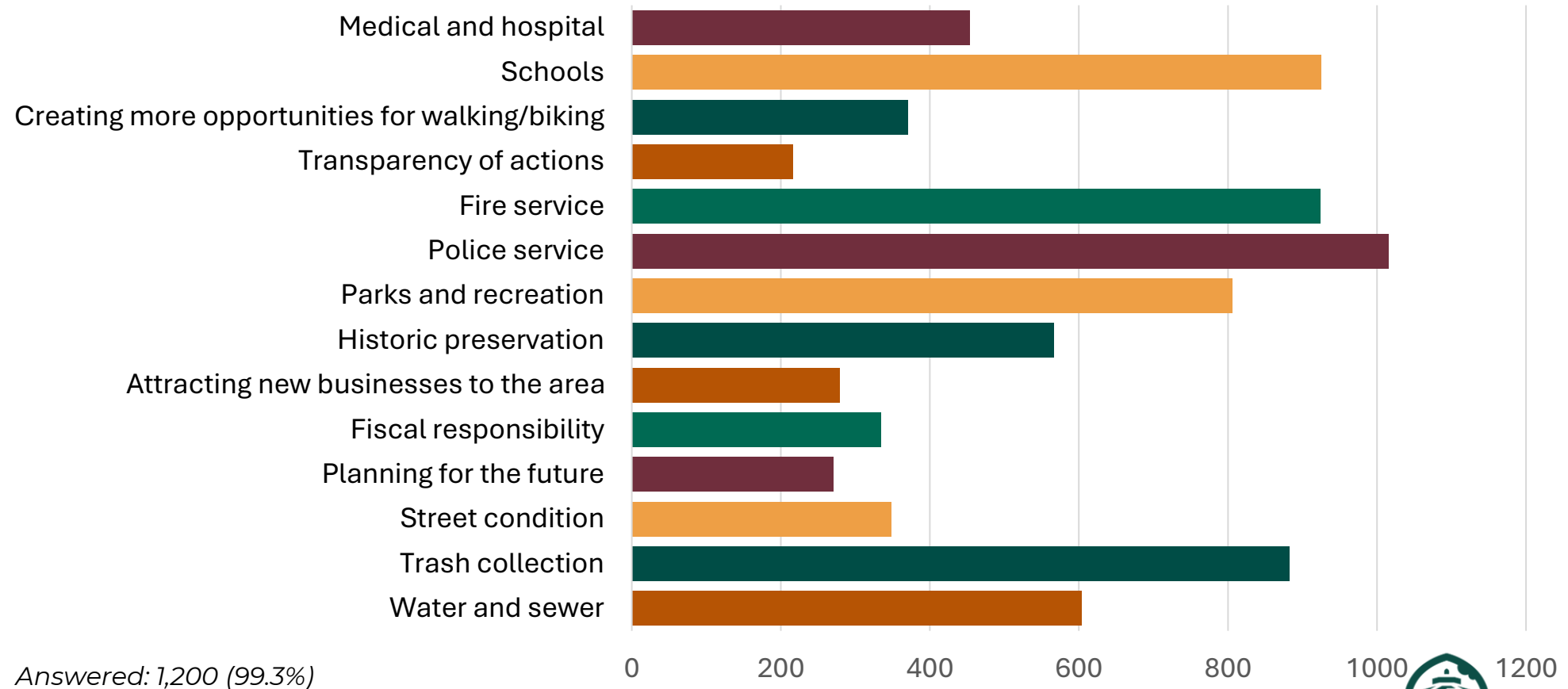


Answered: 1,182 (97.8%)



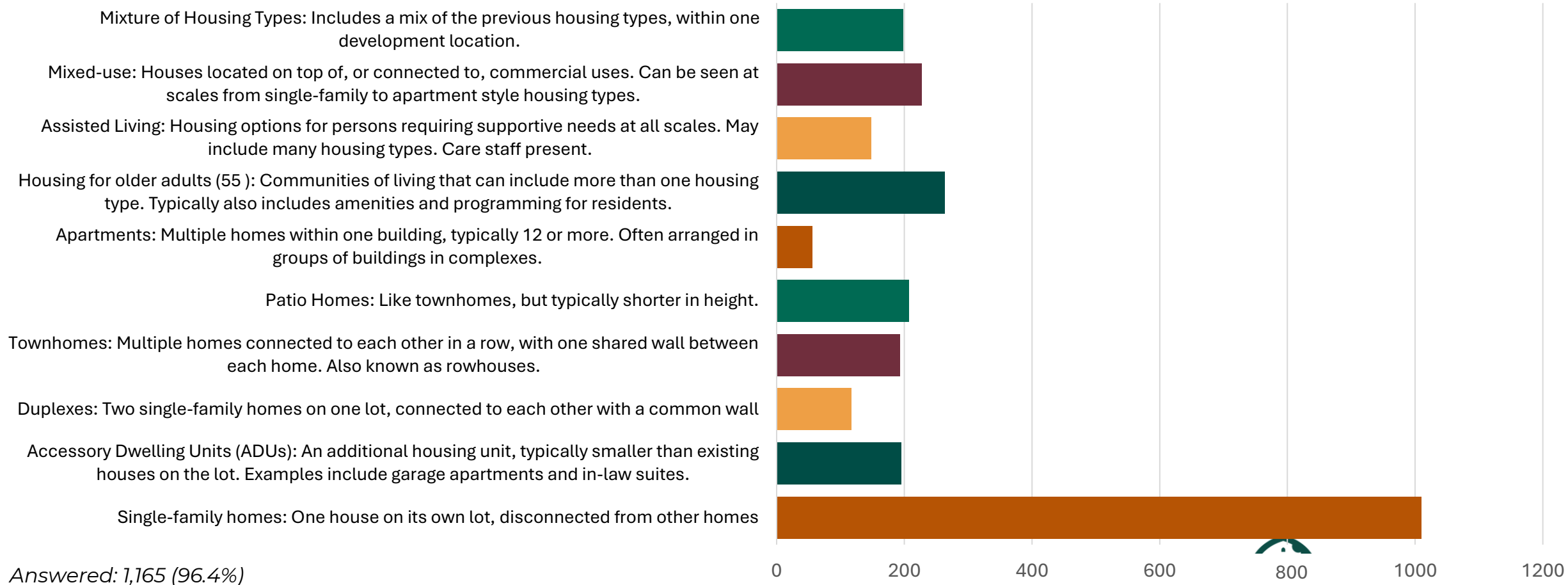
ENGAGEMENT RESULTS

8. In which areas do you feel the Town is doing well? (select all that apply)



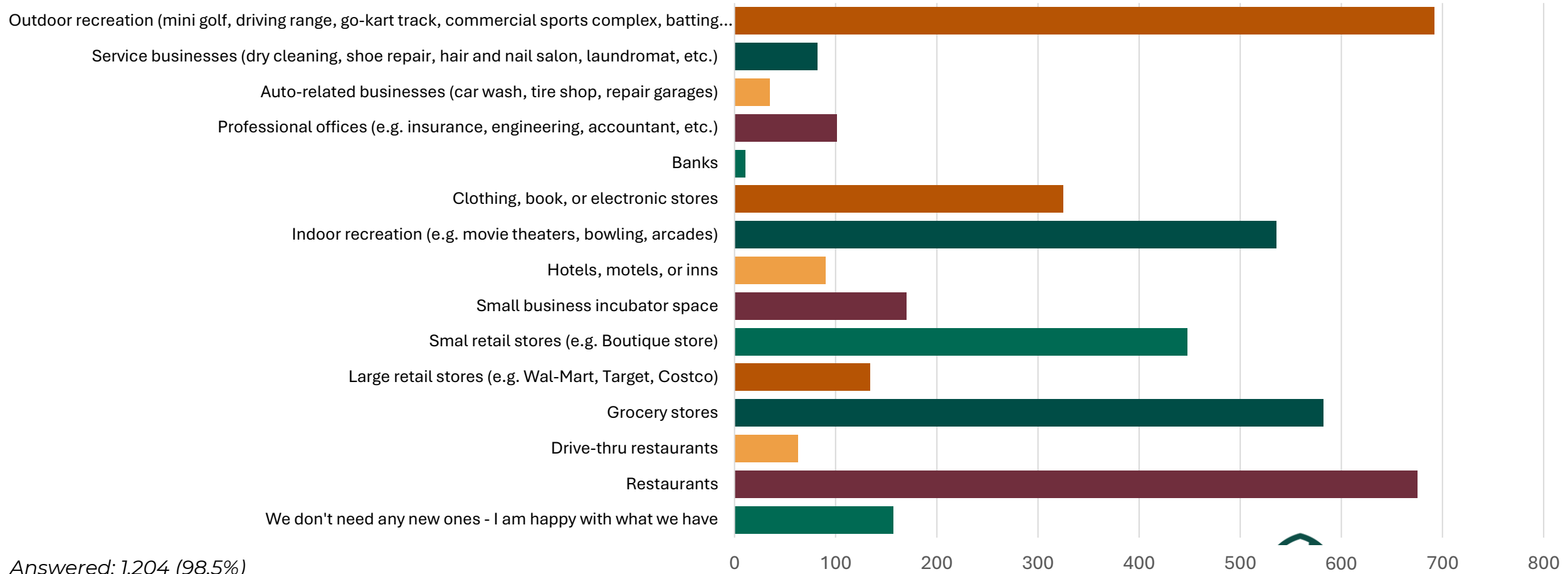
ENGAGEMENT RESULTS

9. If new housing was developed in the Town, which would you like to see? (select all that apply)



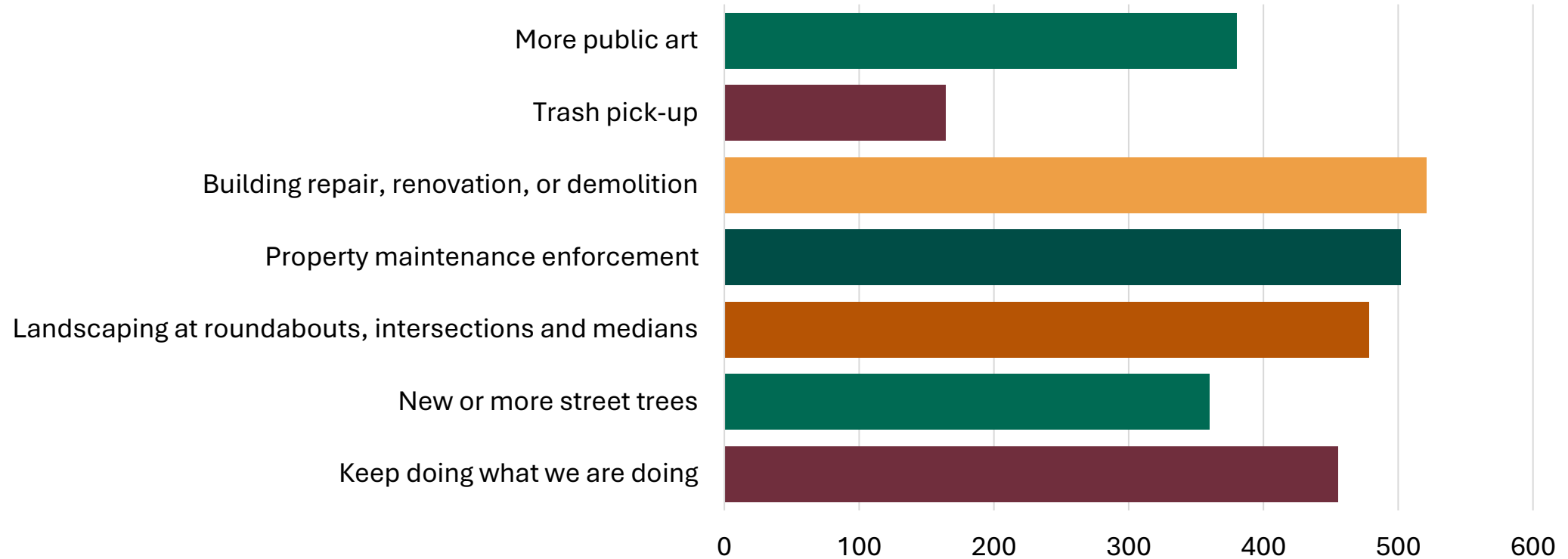
ENGAGEMENT RESULTS

10. What types of new commercial businesses would you like to see open in Collierville? (select all that apply)



ENGAGEMENT RESULTS

11. What do you think should be encouraged to help beautify the Town? (select all that apply)

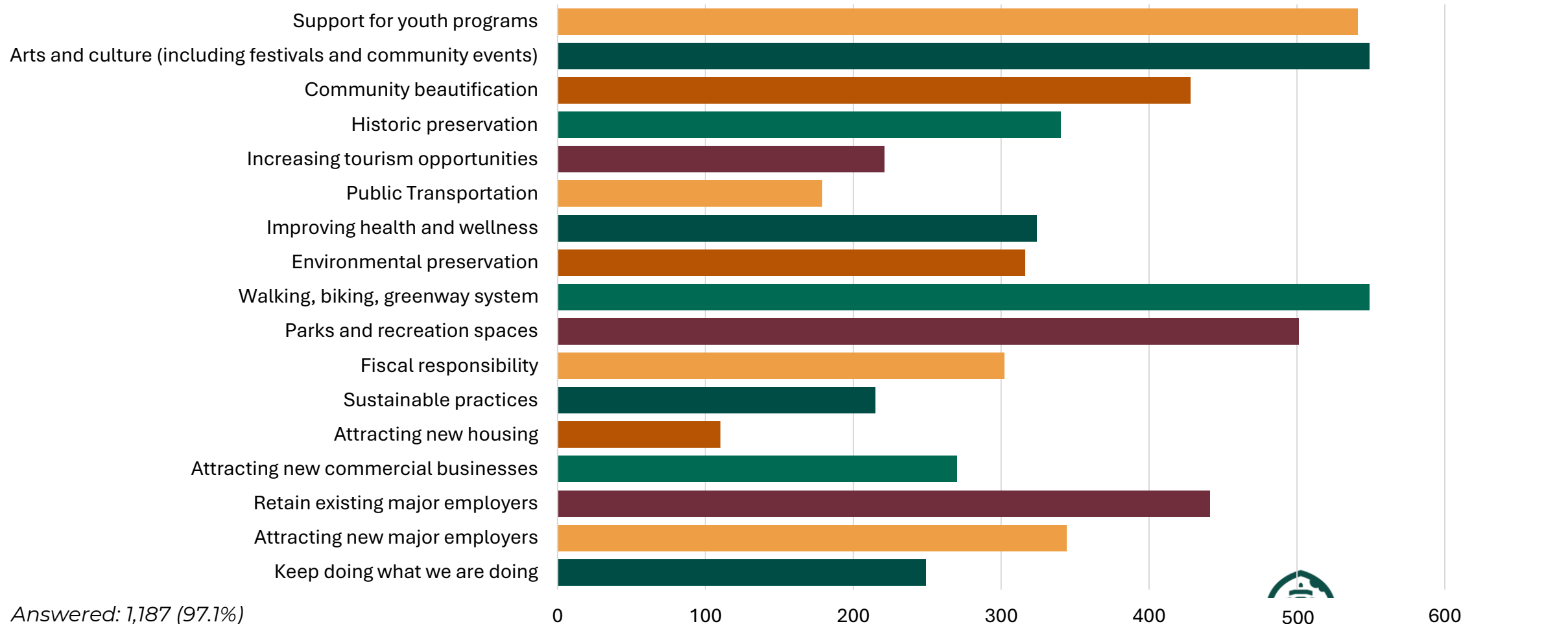


Answered: 1,182 (96.7%)



ENGAGEMENT RESULTS

12. Should the Town focus more on any of the following? (select all that apply)



MEETING SUMMARIES



Discussion of Engagement Summary Handout



Town of Collierville

ENGAGEMENT RESULTS

COLLIERVILLE



2050

COMPREHENSIVE PLAN

*What do you
think should be
included in the
Collierville 2050
Comprehensive
Plan*

small town feel building new
grocery store
mixed use real estate old mcdonalds
apartment complexes
stop building apartments
fast food grocery stores
high school
affordable housing wolf river
carriage crossing new businesses
green space
stop building
single family homes
single family traffic flow
building apartments young families
family homes
small businesses houston levee



Town of Collierville

ENGAGEMENT RESULTS

COLLIERVILLE



2050

COMPREHENSIVE PLAN

In a sentence or two, how would you describe your vision for Collierville's future?

raise a family
young families
place to live
fast food
place to raise [families]
small town atmosphere
family friendly
stop building apartments
small town feel
single family homes
small town charm
smart growth
maintain the small [town feel]
family oriented
quality of life
safe place
family focused
high school
safe and clean



Town of Collierville

ENGAGEMENT RESULTS

Are there elements from other communities you have visited that you would like to see in Collierville?

walking trails fast food
bike lanes trader joes
green spaces
farmers market
outdoor exercise better restaurants
mixed use
grocery stores
carriage crossing
franklin tn
shops and restaurants
saddle creek johnson park
commercial buildings
downtown area
high end wolf river silo square
high school water park food trucks
walkable areas small businesses

COLLIERVILLE



2050

COMPREHENSIVE PLAN



Town of Collierville

ENGAGEMENT RESULTS

*What about
Collierville do
you want to make
sure remains in
the future?*

green spaces
great schools
small town feel
police presence
christmas tree lighting
public safety
historic town square
public schools
christmas parade
quality of life
parks and recreation
historic district
high quality
real estate
july 4th
christmas [on the] square
low crime
public services
police and fire departments
family friendly
family oriented
historic preservation



ENGAGEMENT RESULTS

COLLIERVILLE



2050

COMPREHENSIVE PLAN

What do you think are the biggest challenges facing Collierville today?

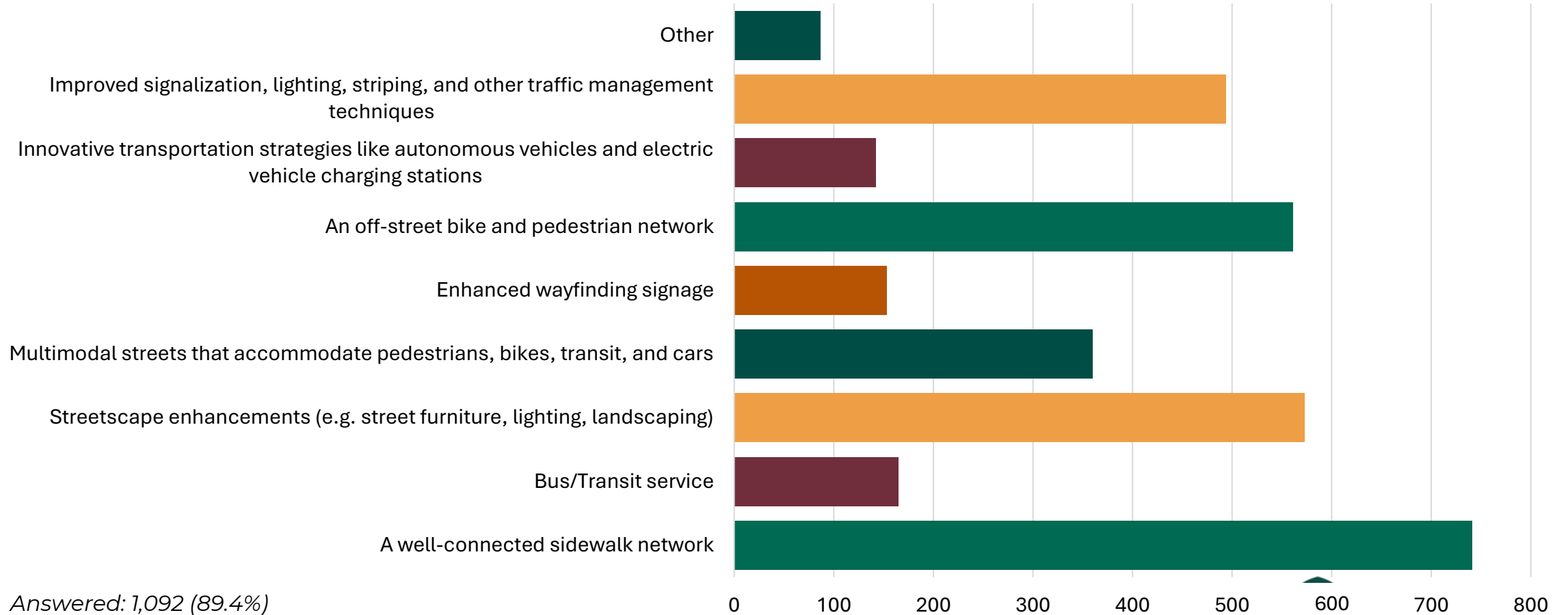
green space
grocery stores
carriage crossing
keeping crime [down]
small town feel
single family homes
affordable housing
traffic management
new homes mixed use
growth management
apartment complexes
public schools
high school
shelby county
young families
property taxes schilling farms
public transportation
fast food real estate
high-density
small businesses



Town of Collierville

ENGAGEMENT RESULTS

18. What should the Town prioritize when investing in mobility infrastructure? (select three)



ENGAGEMENT RESULTS

COLLIERVILLE



2050

COMPREHENSIVE PLAN

What makes a neighborhood complete? What helps you get to know your neighbors and build relationships with the community?

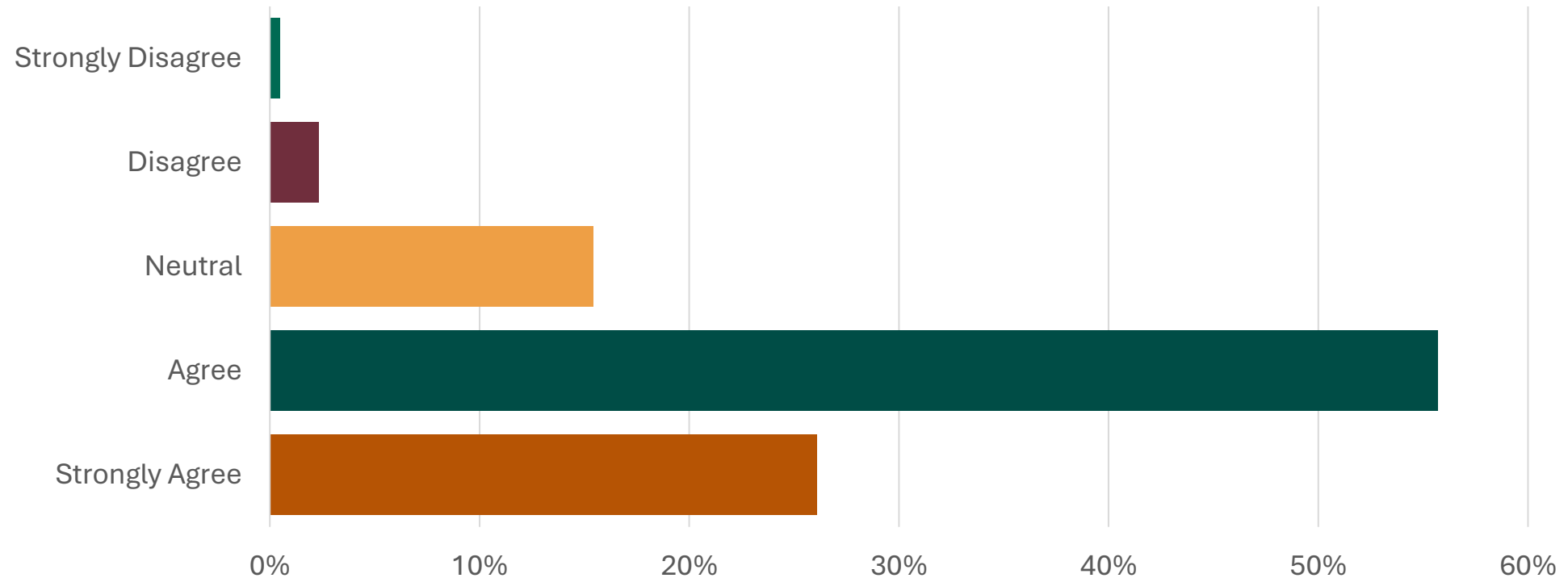
open spaces
july 4th
national night
outdoor spaces
christmas tree lighting
events on the square
block parties
sense of safety
green spaces
common spaces
farmers market
christmas parade
social events
local events



Town of Collierville

ENGAGEMENT RESULTS

20. Parks and open spaces are well-maintained, accessible, and provide the types of amenities I most need. (select one)

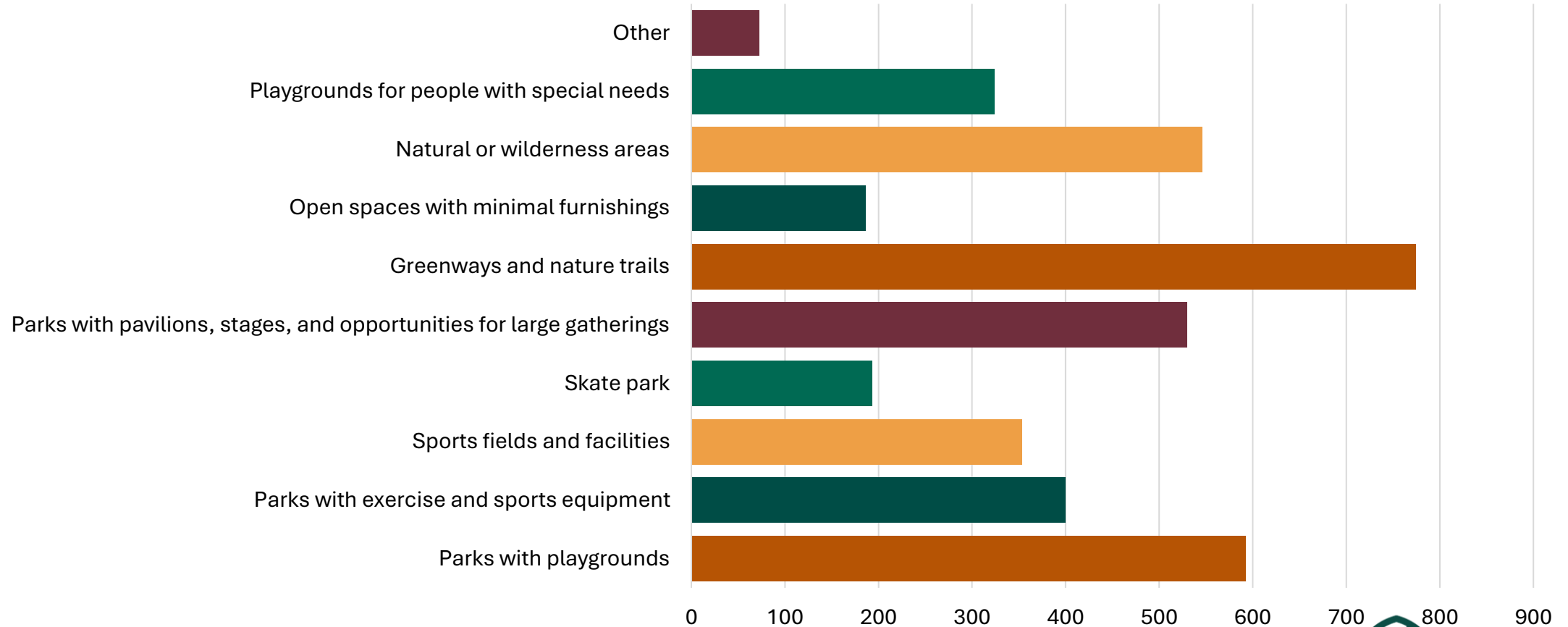


Answered: 1,070 (87.6%)



ENGAGEMENT RESULTS

21. What should be the focus of investment in parks and open spaces? (select all that apply)



Answered: 1,145 (93.7%)



ENGAGEMENT RESULTS

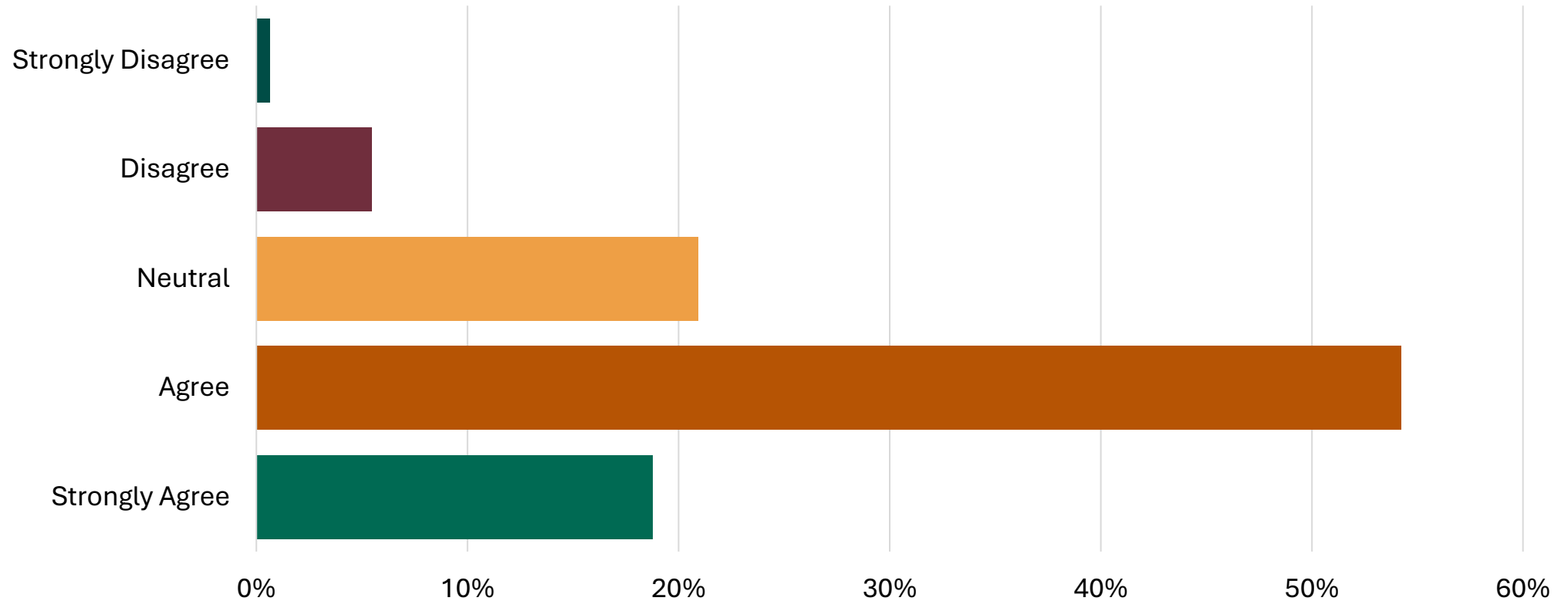
*Are there any
natural or
wilderness areas
you want the
Town to invest in
preserving?*

hinton park
park trails
wolf river
open space
johnson park
cox park walking trails
green space
nature preserve
park area
nature trail



ENGAGEMENT RESULTS

23. I like the architecture and aesthetic quality of Collierville. (select one)

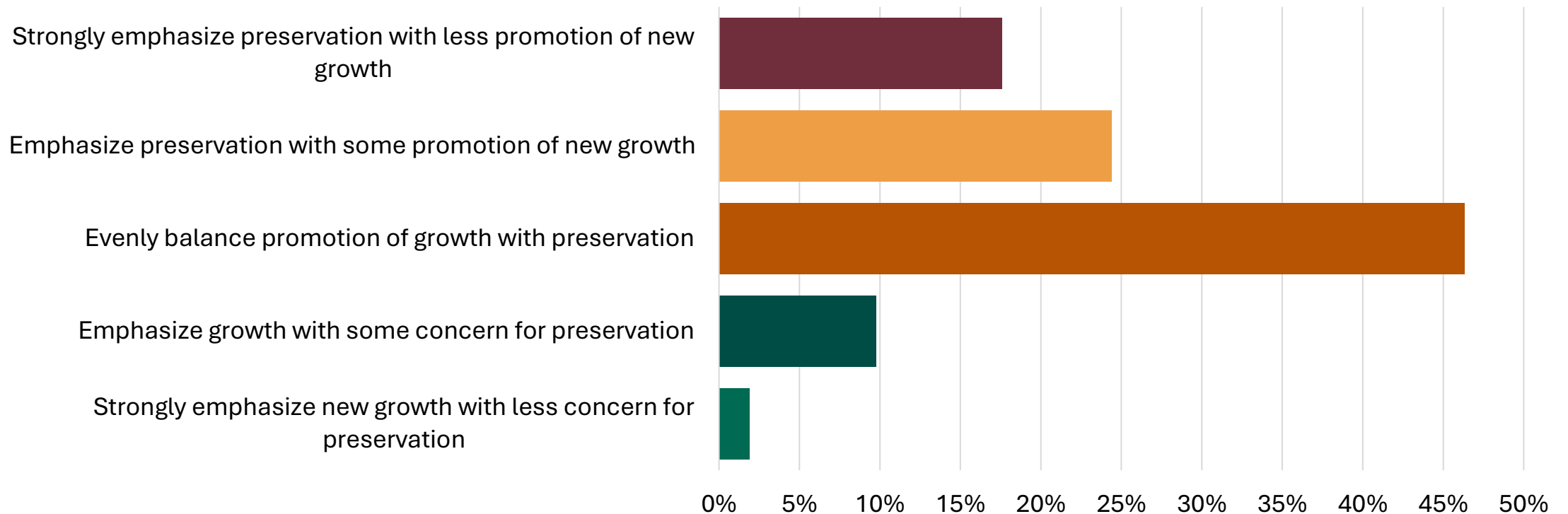


Answered: 1,114 (91.2%)



ENGAGEMENT RESULTS

24. How should the Town balance growth and new development with preservation of existing development? (select one)



Answered: 1,155 (94.5%)



ENGAGEMENT RESULTS

COLLIERVILLE



2050

COMPREHENSIVE PLAN

*What else do
you want to
share about the
town?*

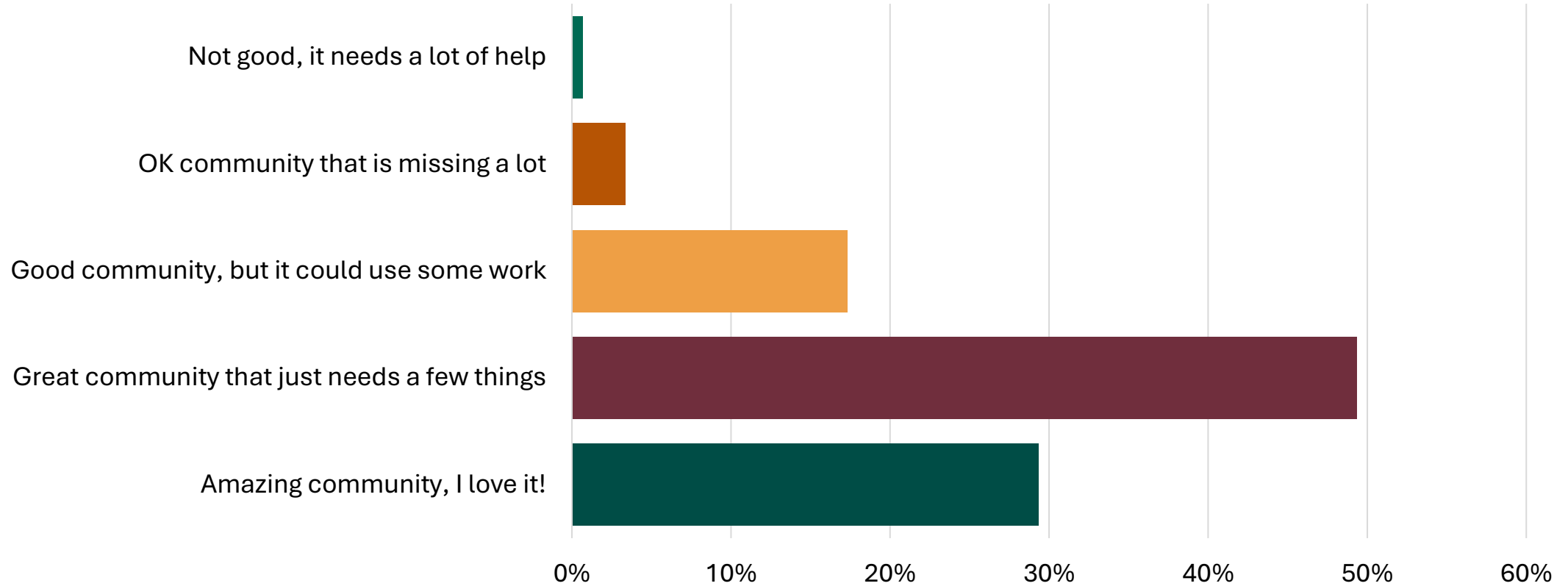
grocery store
new businesses
shelby county
carriage crossing
high school
fast food
new development
great place to raise a family
sporting events
great place to live
apartment complexes
poplar ave
small town feel
old mcdonalds
parks and rec
young families
memphis area
good schools



Town of Collierville

YOUTH RESULTS

2. Overall, how do you feel about Collierville? (select one)

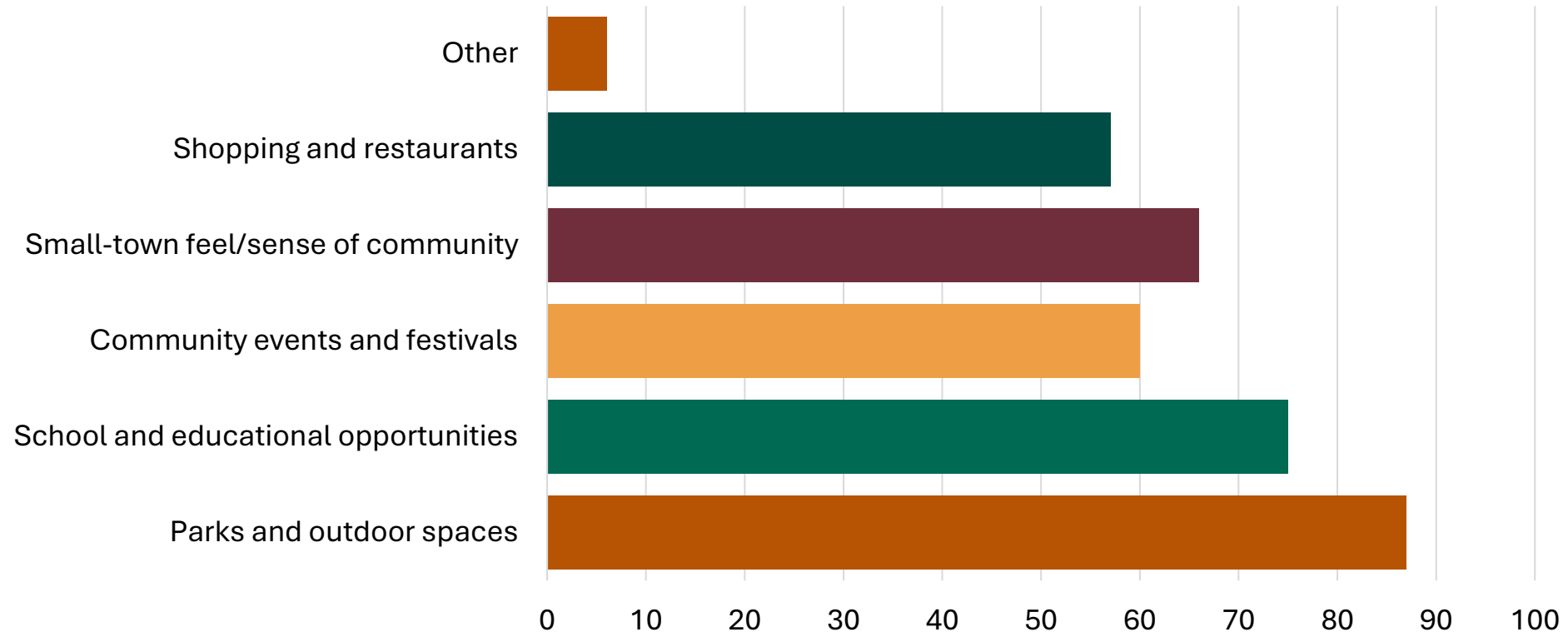


Answered: 150 (100%)



ENGAGEMENT RESULTS

3. What do you like most about Collierville? (select all that apply)

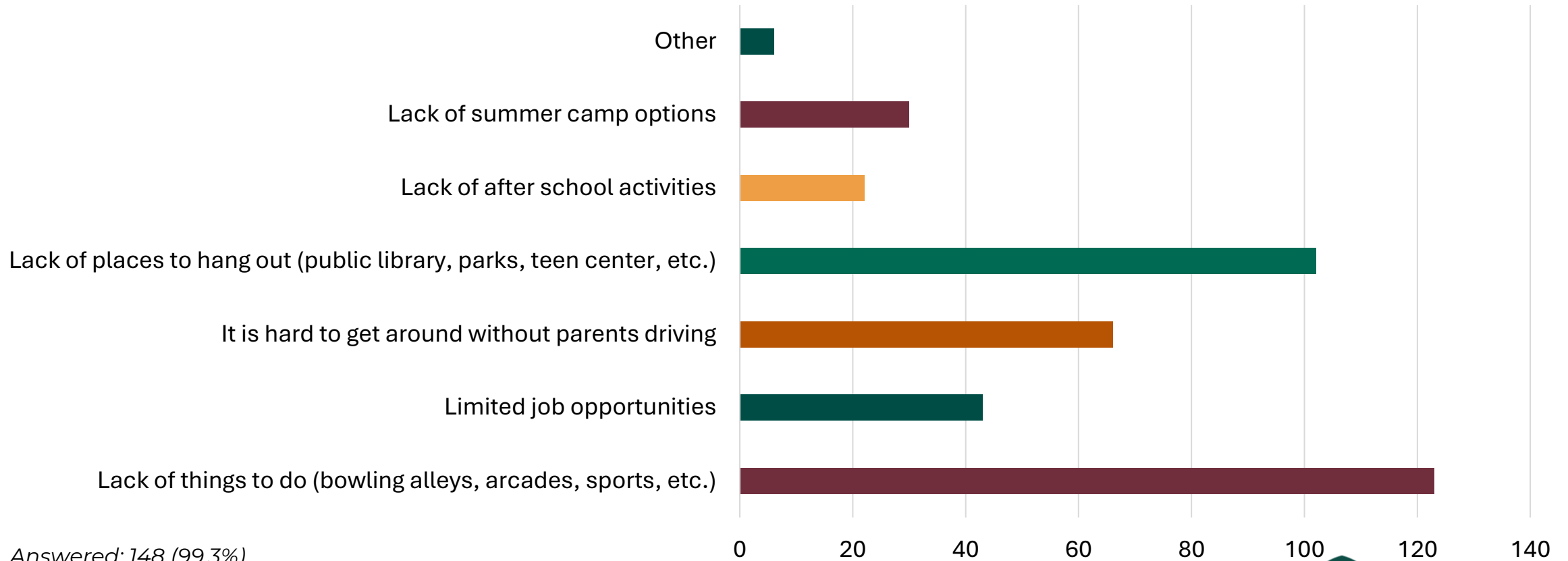


Answered: 149 (99.3%)



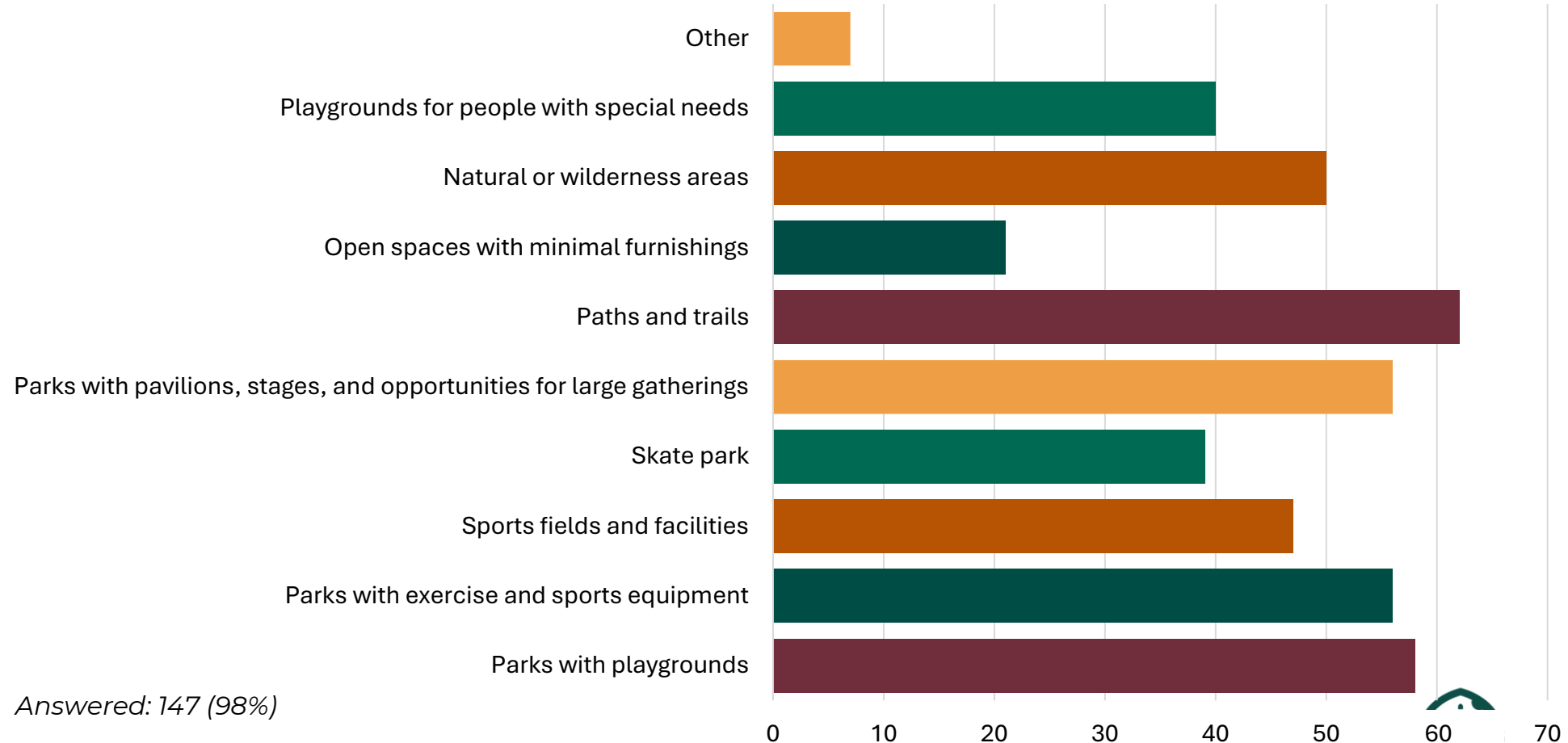
ENGAGEMENT RESULTS

4. What are the biggest challenges for young people in Collierville? (select all that apply)



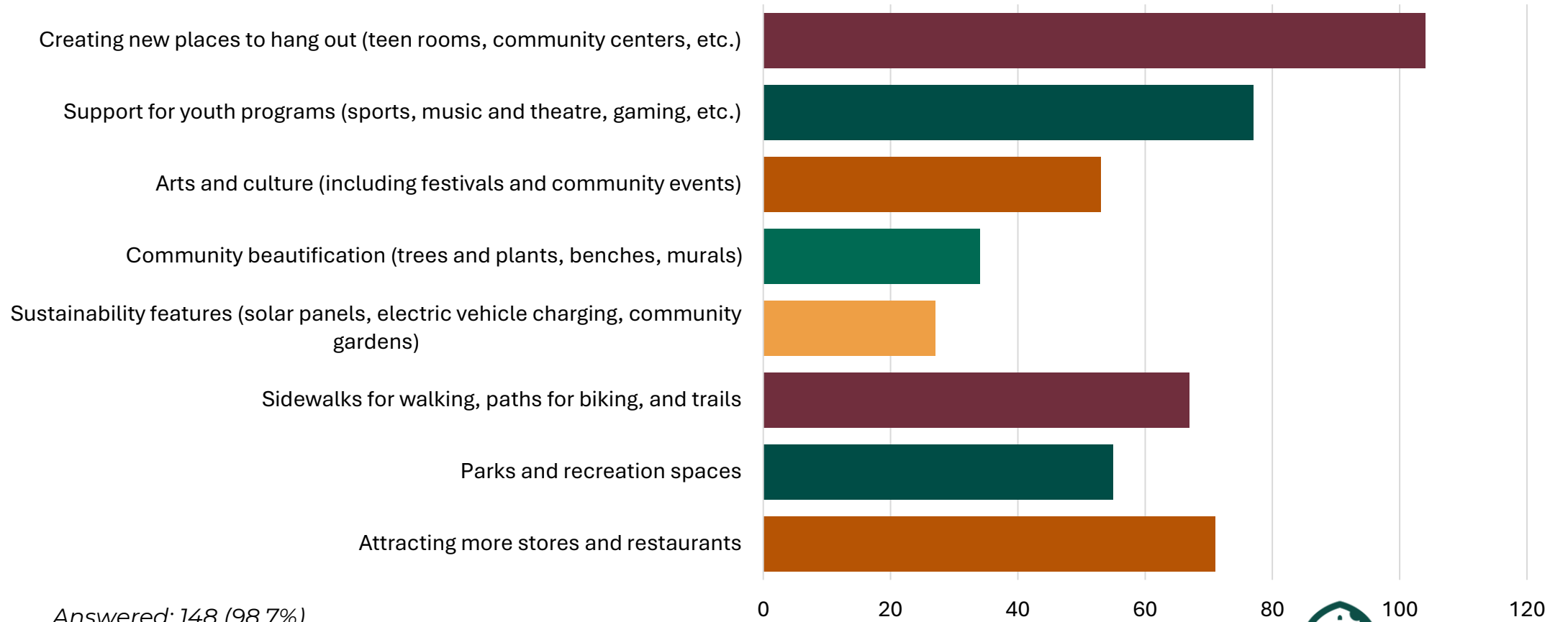
ENGAGEMENT RESULTS

5. What should be the focus for the Town parks? (select all that apply)



ENGAGEMENT RESULTS

6. Where should the Town focus more attention? (select all that apply)



ENGAGEMENT RESULTS

*If you could
change one thing
about Collierville,
what would it be?*

sidewalks
restaurants
fun places
school systems
small town [feel]
activities for kids
places for teens to hangout
skate park
bowling alley
fast food
bike lanes



ENGAGEMENT RESULTS

8. In a sentence or two, how would you describe your vision for Collierville's future?

Short Text | Skipped: 39 | Answered: 80 (67.2%)

In a sentence or two, how would you describe your vision for Collierville's future?

good town
[more parks and nature]
activities and places for teens
small town feel



ENGAGEMENT RESULTS

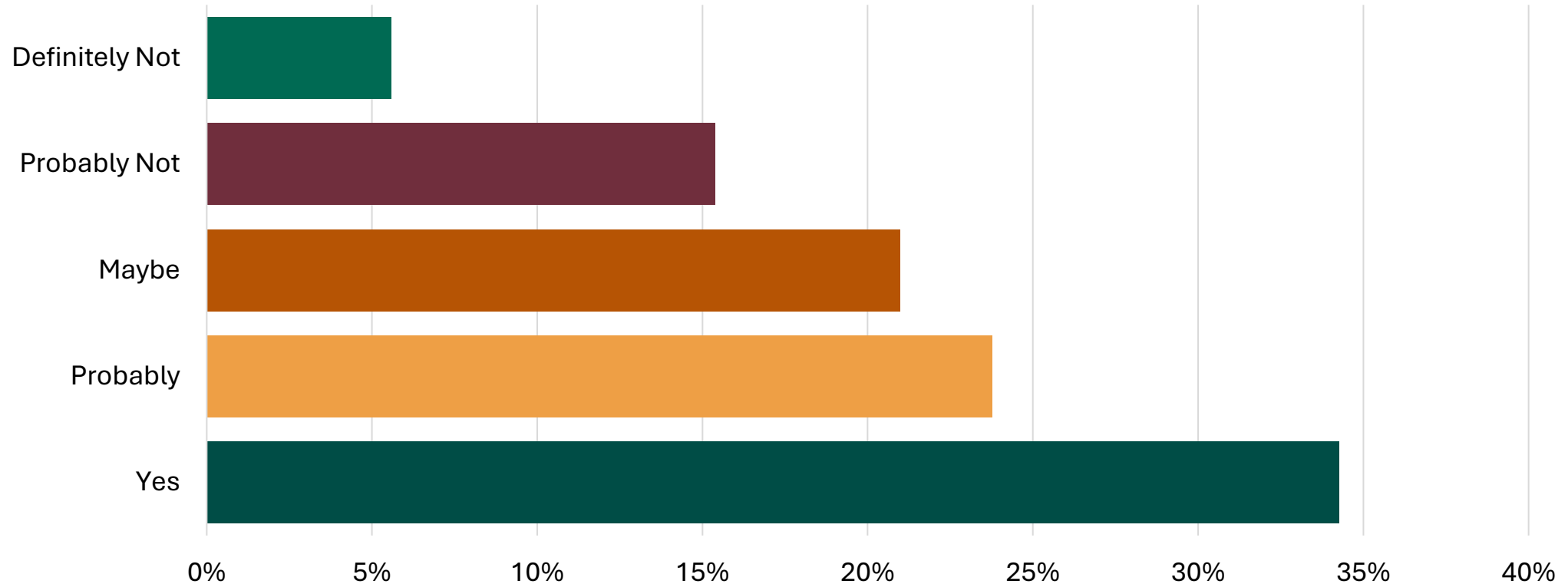
*What do you
want Collierville
to make sure is
still here in the
future?*

cox park
good community
christmas parade
places to hangout
small town feel
town square
good restaurants
green space



ENGAGEMENT RESULTS

10. Do you plan to stay or return to Collierville in the future? (select one)



Answered: 143 (95%)



ENGAGEMENT RESULTS

*What does
Collierville need to
make you want to
stay in town or
come back here to
live in the future?*

fun places
basketball courts
indoor sports
carriage crossing
job opportunities
affordable housing
small town feel
quality retail
feels safe
activities for kids
soccer fields
stay small





VISION and GUIDING PRINCIPLES WORKSHOP



Town of Collierville

VISION STATEMENT



- Consider what we've learned about demographics and projected future change.
- Consider the priorities of the community as understood through the online engagement results and the December meetings.
- Consider best practices as articulated by staff.
- Bearing these in mind: the Plan needs a “north star.” A central, unifying vision of what Collierville looks and feels like in 2050. A concise description of this vision is important for keeping plan development on track, aligning recommendations and action items, and the how we process insights from data gathering exercises.





VISION STATEMENT

- Such a statement typically takes the form of 1-5 sentences that encapsulate everything this Plan seeks to achieve. It might sound approximately like this:
 - *“In 2050, Collierville is a growing community defined by X, Y, Z (things like history, small-town feel, safety and cleanliness, warmth/neighborly care, etc.). It continues to invest in the quality-of-life of its residents, and looks to the future through great schools and proactive infrastructure investments. [etc...]”*



GUIDING PRINCIPLES

- Guiding Principles are the next means by which we ensure the Plan guides the Town toward the right outcomes – these are core values which, if achieved through Plan implementation, help us understand if we are bringing about the Vision.
- Typically, a Comprehensive Plan might have 3-8 Guiding Principles.



GUIDING PRINCIPLES

- These might sound something like:

Connected Collierville

Collierville is brought together physically through well-maintained and thoughtfully-designed multimodal infrastructure and socially through comfortable public spaces and civic events that foster community.



VISION STATEMENT AND GUIDING PRINCIPLES



- Take some time to discuss what we've learned so far and generate some ideas for what our Vision Statement and guiding principles might sound like.





COMMUNITY SNAPSHOT



Town of Collierville

COMMUNITY SNAPSHOT



Regional
Context and
History



Demographics



Economics



Physical
Characteristics



Existing Plans



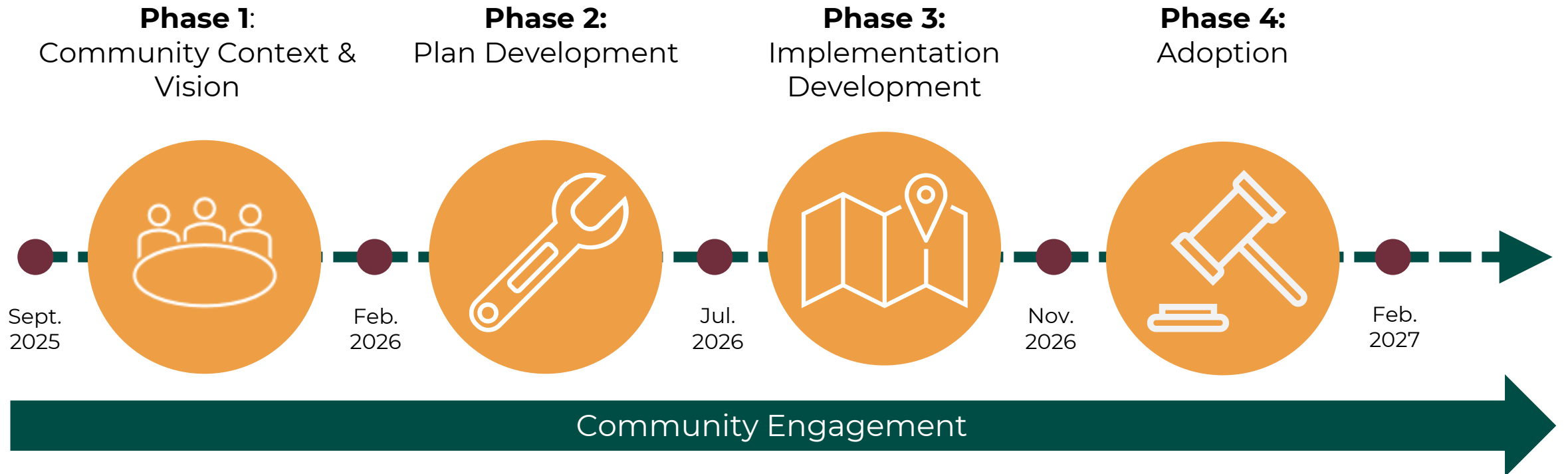


NEXT STEPS



Town of Collierville

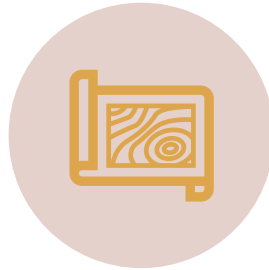
PROJECT TIMELINE



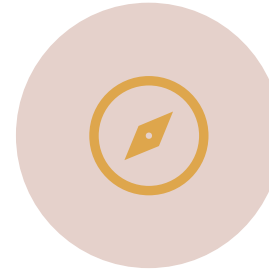
NEXT STEPS



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