

# WELCOME TO THE OPEN HOUSE



## ABOUT THE COMPREHENSIVE PLAN

The Town of Collierville is in the process of creating a Comprehensive Plan. The Comprehensive Plan will serve as the Town’s road map for the next 10 to 20 years. The Board of Mayor and Aldermen, Planning Commission, and Town Staff will use the Plan to make important land use, budgeting, and development decisions.

### This plan will address the following topic areas:

- Land Use + Housing
- Community Character, Livability, & Growth
- Economic Development
- Public Facilities and Services
- Recreation & Natural Environment
- Transportation & Mobility
- Special Planning Areas
- Implementation



## GET INVOLVED!

- Visit the project website
- Join a community meeting
- Check out a pop-up event
- Talk with the planning team
- Sign up to receive updates

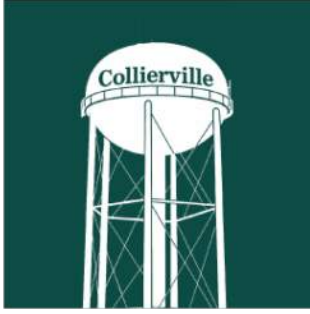
*Visit the project website*



# WHERE DO YOU LIVE?

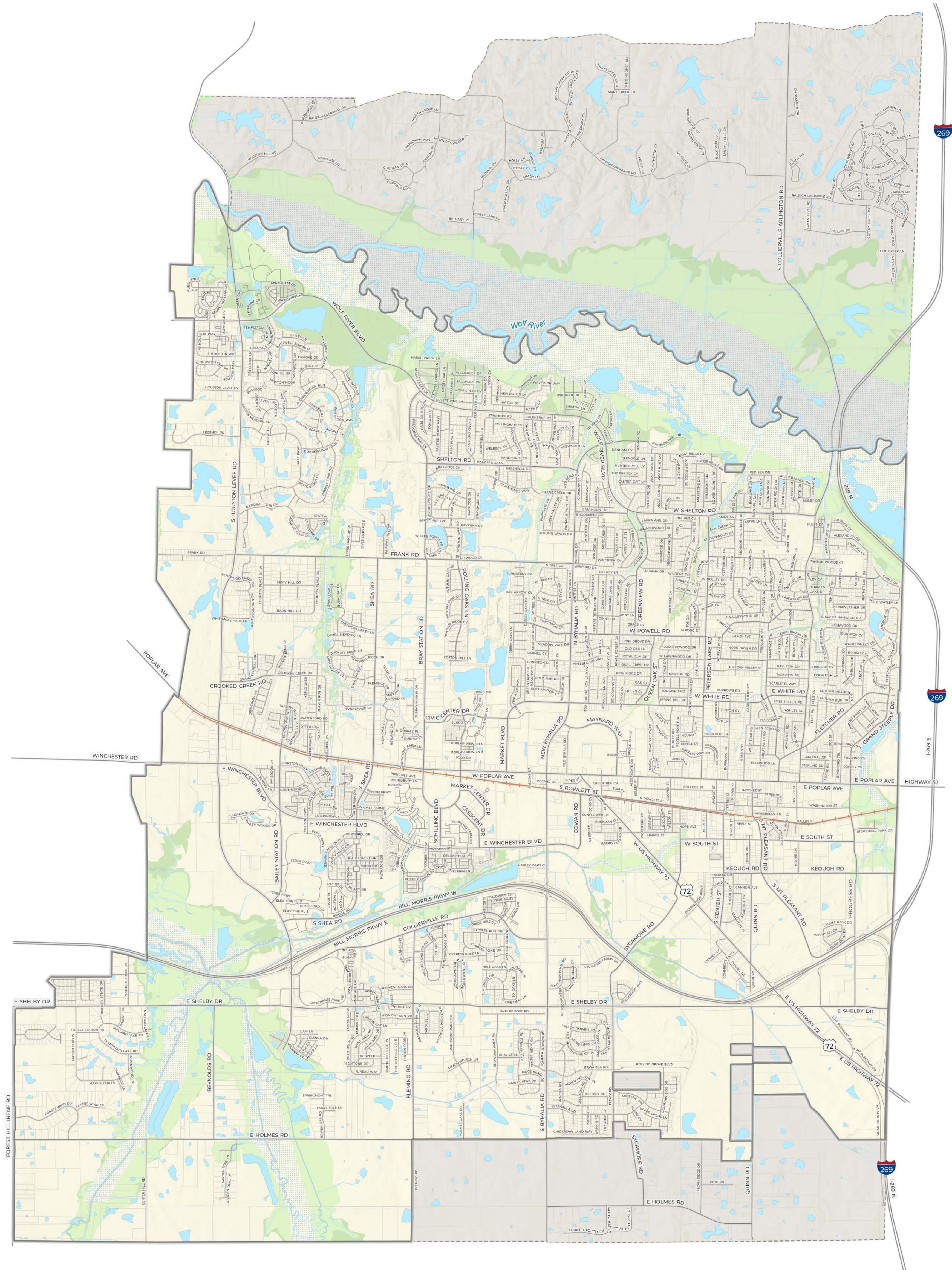
Place a sticker near your home/neighborhood.

COLLIERVILLE



2050

COMPREHENSIVE PLAN



Town of Collierville

# DO YOU HAVE ADDITIONAL THOUGHTS TO SHARE ABOUT THE COMPREHENSIVE PLAN?

Use a sticky note to write down your thoughts and place it on the board.



# VISION PUBLIC INPUT SUMMARY

## Engagement Overview

150+

Participants for Open House

100+

Participants for Pop-Up Engagement Hop and Shop

1033

Participants for Community Virtual Survey

143

Participants for Youth Survey



## What is your vision for Collierville?

Sample Responses

Keep the small town feel.

Controlled, intentional growth

A safe place to raise your family with the resources and spaces needed to live happily.

Rather than trying to become something different, Collierville should move forward with a clear plan that builds on its strengths - balancing economic growth with community life.

Inclusive and diverse, racially, generationally, and economically.

Key Themes

1. Maintaining Collierville’s small town aesthetic while gradually adapting to growth

2. Making the Town more accommodating for young families

3. More connected walking and bike trails around the Town

4. Improving Town Square’s retail and parking options



# VISION STATEMENT



The vision for the Town was shaped through a community-driven process, incorporating input from residents and stakeholders through surveys, public meetings, and other engagement efforts. This collaborative approach ensures the vision reflects local priorities and a shared sense of direction. Ultimately, the vision statement serves as a unifying guide for decision-making, helping align future development and investments with the community’s long-term goals.

**Share your thoughts on the draft vision statement below!**

**“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.**

## Do you agree with the Draft Vision and community values?

**Place a dot to indicate if you agree with the Draft Vision and community values. Place a Sticky note if you have any additonal thoughts**

AGREE

DISAGREE



# COMMUNITY VALUES



Community values capture the community’s key priorities and provide overarching direction for the Comprehensive Plan. Rooted in community input and analysis, they reflect the core values that shape growth, development, and decision-making across topics like land use, transportation, and economic development. While the vision describes the desired future, the community values identify how to achieve it, offering a consistent framework for evaluating policies, projects, and new opportunities over time.

**1.Preserve Community Character and Identity**

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

**2.Support Safe, Connected Neighborhoods**

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

**3. Enhance Mobility and Connectivity for All Users**

Improve transportation options for drivers, pedestrians, and cyclists by creating a more connected and accessible network of streets, sidewalks, and greenways.

**4.Strengthen Parks, Green Spaces, and Public Gathering Places**

Expand and connect parks, trails, and civic spaces that support recreation, wellness, and community interaction

**5.Promote Sustainable and Thoughtful Growth**

Guide new development and redevelopment in a way that is well-planned, efficient, and compatible with existing community character and infrastructure

**6.Foster a Strong, Local Economy**

Support economic development that attracts quality jobs, strengthens local businesses, and provides opportunities for residents and future generations.



# LAND USE

## PUBLIC INPUT SUMMARY



### Key takeaways

Affordable housing highlighted frequently as a pressing need, particularly for young professionals, first-time homeowners, young families, and seniors

Strong preference for traditional housing forms, particularly single-family housing and mixed-use development

Less willingness to build more apartments

Mixed-use development received widespread interest and support, emphasizing a perceived lack of housing integrated with walkable services, amenities, and commercial uses

More preference for for-sale housing over rental models

Expressed importance in supporting first-time homebuyers

Improving and expanding the walking/biking/greenway system continuously mentioned as a preferred land-use option, along with preserving natural spaces, wildlife habitats and streams

Driving noted as by far the most common method of transportation in Collierville

Emphasis on additional parking options throughout the Town, particularly in and around the Town Square

“ Focus on the young families. They want outdoor activities, walking trails, biking trails and restaurants ”

“ I would love to see more intentional open spaces for gatherings and events, flexible programming, and regular opportunities for neighbors of all ages to connect. ”

“ Affordable housing and/or smaller houses for young couples and retired couples that want less space and less yard.” ”



# LAND USE INTRODUCTION



The Future Land Use Map identifies appropriate locations and patterns for various land uses and provides a long-term guide for decision-making related to development, zoning, infrastructure investment, and public services. Land use patterns play a critical role in shaping the daily experience and quality of life of Collierville residents. The location, intensity, and mix of uses influence transportation patterns, infrastructure needs, access to parks and open space, economic opportunity, and the availability of community services.

Thoughtful land use planning allows the Town to accommodate growth in a way that supports efficient service delivery, promotes connectivity and mobility, and protects the character that residents value. The Future Land Use Plan begins with an evaluation of existing development patterns and recognizes that many established areas are expected to remain stable over the planning horizon. At the same time, the plan identifies opportunities for new development and strategic redevelopment that reflect Collierville's long-term goals.

## Key Themes

1. Future Land Use map identifies place types to guide long-term growth and decision-making
2. Land use patterns shape daily life, mobility, and access to services
3. Opportunities for targeted new development and redevelopment
4. Focus on balancing growth with community character and efficient services
5. Land use ≠ zoning



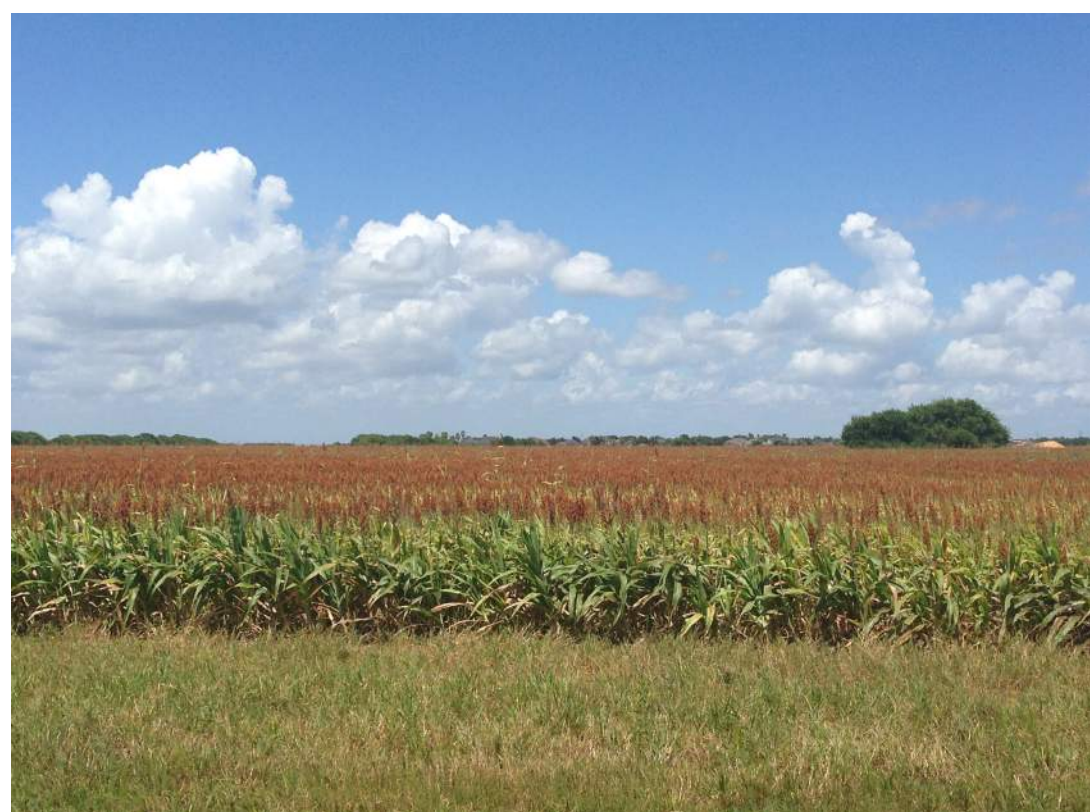
# PLACE TYPES

## INTRODUCTION

Place Types are planning designations that define the desired mix of land uses, development intensity, urban form, and public realm character for specific areas of the community. They move beyond traditional zoning by focusing on:

- Physical form (building size, height, placement)
- Land use mix (residential, commercial, civic, etc.)
- Transportation context (walk,bike,drive)
- Public space and streetscape character
- 

The following provides descriptions, typical land uses, and photo examples for each of the place types shown on the Future Land Use map



## AGRICULTURAL/RURAL RESIDENTIAL

These areas are defined by agricultural uses, rural homes, and agriculture-related businesses, primarily south of SR-385 and near the Wolf River. They feature large amounts of open space, very low density, and significant separation between buildings. Infrastructure is limited, with minimal access to public utilities. Homes are typically single-family residences on large lots, often five acres or more. Rural roadways and open drainage systems are common.

- Primary Uses: Agriculture; single-family detached homes
- Secondary Uses: Civic and institutional uses; parks, greenbelts, and open space



## SUBURBAN NEIGHBORHOOD

These areas represent the predominant residential form in the community, consisting of low-density, single-family neighborhoods developed through the subdivision process. Homes are generally similar in scale and lot size and are organized around internal street networks. Neighborhoods are buffered from adjacent uses through landscaping and transitions. Parks and green space can be within walking distance, though most travel requires an automobile.

- Primary Uses: Single-family detached homes
- Secondary Uses: Civic and institutional uses; parks, greenbelts, open space, and other public spaces



## TRADITIONAL NEIGHBORHOOD

These areas are characterized by historic and traditional development patterns with interconnected streets, alleys, and pedestrian-oriented design. They include some of the community's oldest homes and emphasize preserving historic character and scale. Buildings are oriented toward the street with a clear transition from public to private space. While primarily residential, limited mixed uses and small-scale nonresidential uses may be appropriate where compatible.

- Primary Uses: Single-family detached homes
- Secondary Uses: Civic and institutional uses; attached residential- (townhouse, duplex, boutique apartments near Square, & condominiums); bed & breakfast; professional office; parks, ADU's, open space, and other public spaces



# PLACE TYPES



## NEIGHBORHOOD COMMERCIAL

These areas are small-scale commercial centers located at key gateways to Downtown Collierville and nearby neighborhoods. They provide retail, services, and civic uses in a pedestrian-friendly, traditionally designed environment. Development is typically low-rise and organized in small centers or standalone buildings. Residential uses such as townhomes and live-work units are encouraged to support activity throughout the day.

- Primary Uses: Retail, office, and commercial uses; live-work units; upper-story residential; attached housing (duplexes, townhomes)
- Secondary Uses: Civic and institutional uses; parks, open space, and other public spaces



## ESTATE RESIDENTIAL

These areas feature a rural residential character with large lots, typically five acres or greater, and significant separation between homes and roadways. Development is low density and designed to preserve open space and natural features. Higher-density housing may only occur as conservation subdivisions with sewer service, where open space is permanently preserved. Rural road design and natural buffers are key elements of these areas.

- Primary Uses: Single-family detached homes; (conservation subdivisions)
- Secondary Uses: Civic and institutional uses; parks, greenbelts, and open space



## MIXED USE ACTIVITY CENTER

These areas support a mix of residential, commercial, office, and civic uses in a walkable, urban environment. Buildings are typically two or more stories and may include multiple uses within a single structure. An interconnected street network supports walkability and active living. These centers are intended to create vibrant, higher-intensity destinations as identified in adopted small area plans.

- Primary Uses: Ground-floor commercial, retail, and office with upper-story (“live-above”) residential; live/work units; single-family detached homes; townhomes, duplexes
- Secondary Uses: Civic and institutional uses; parks, open space, ADU’s, and other public spaces



## DOWNTOWN CORE ACTIVITY CENTER

This area centers on the Historic Square & surrounding streets, serving as the community’s primary destination for dining, shopping, & civic activity. It includes a mix of small-scale commercial, office, and residential uses in a highly walkable environment. Buildings are typically one to two stories with strong street frontage & pedestrian orientation. Limited taller buildings may be appropriate in select locations under design review, in accordance with adopted plans.

- Primary Uses: Ground-floor retail with office and upper-story residential;
- Secondary Uses: Townhomes (vertical attached); civic and institutional uses; parks, open space, and other public spaces



# PLACE TYPES



## CORRIDOR COMMERCIAL

These areas provide a wide range of shopping, dining, and service uses in auto-oriented commercial centers. Development is located at key intersections to avoid strip commercial patterns and to encourage organized nodes of activity. Buildings are set back from roadways with parking and landscaping that create an open character. Higher-density residential uses may occur in select locations as transitions to nearby neighborhoods.

- Primary Uses: Retail and commercial services; multi-tenant centers; “big box” stores; hotels; professional offices; senior housing
- Secondary Uses: Civic and institutional uses; apartments\*; multi-family dwellings, townhomes and duplexes; open space and common areas



## OFFICE - INSTITUTIONAL CAMPUS

These areas include large-scale office and institutional uses such as corporate campuses, hospitals, schools, and research facilities. They are typically located near major transportation corridors and designed with significant open space. Buildings are set back from roadways, with internal pedestrian connectivity between uses. Supporting services are allowed but remain secondary to the primary institutional function.

- Primary Uses: Corporate and professional offices; hospitals and research facilities; large places of assembly; colleges and universities
- Secondary Uses: Parks and recreation; supporting commercial services (e.g., cafeterias, banks); student housing



## TECHNOLOGY EMPLOYMENT CENTER

These areas support light industrial, research, warehouse, and employment-based uses that operate with minimal off-site impacts. They are typically located near major highways, rail lines, or arterial corridors. Development emphasizes functional design with strong buffering and screening from adjacent uses. High-quality architecture is required for street-facing elevations, while outdoor storage and service areas are appropriate for properties not fronting major roadways.

- Primary Uses: Research and development facilities; light industrial and fabrication; office/warehouse flex space; storage, warehousing, and distribution
- Secondary Uses: Civic and institutional uses; parks, open space, and other public spaces



## GREEN CORRIDOR INFRASTRUCTURE

These areas include floodplains, streams, greenways, parks, conservation lands, and major utility corridors. They form a connected system that supports environmental protection, water quality, and community open space. Development should be avoided or minimized, clustered outside sensitive areas. Natural features such as waterways, woodlands, and tree lines should be preserved and enhanced.

- Primary Uses: Parks; greenways; floodplains; open space; stormwater conveyance systems
- Secondary Uses: Agricultural uses; civic and institutional uses

\*no net gain policy



# Do these proposed place types reflect Collierville?

Share your thoughts below



# Are any place types missing? What changes would you like to see?

Place a Sticky note with your comments below



# GROWTH SCENARIO 1 - Maintain Trends

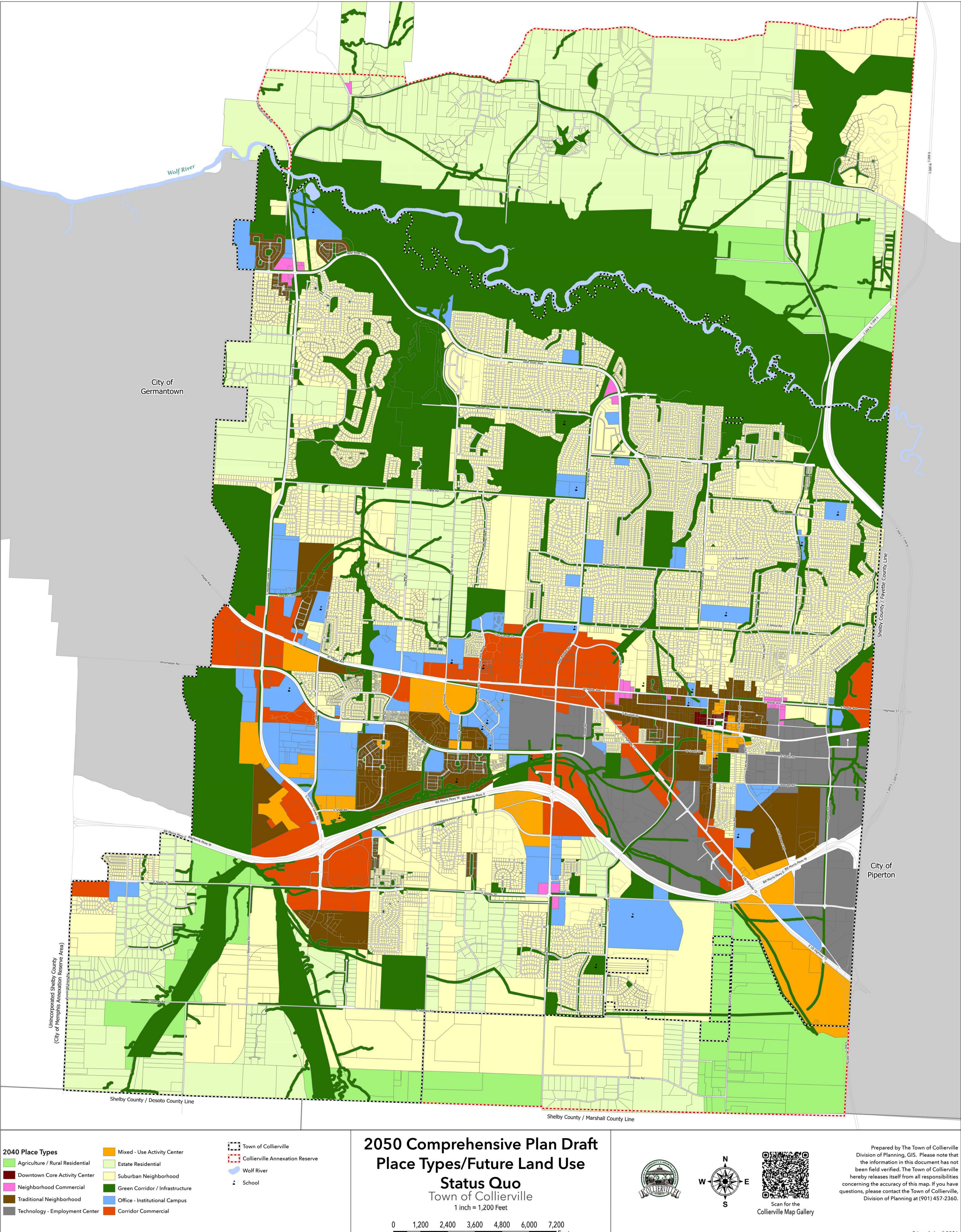
Place a dot if this scenario reflects your vision. Use  
sticky notes to write your comments

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# GROWTH SCENARIO 2 - MODERATE GROWTH

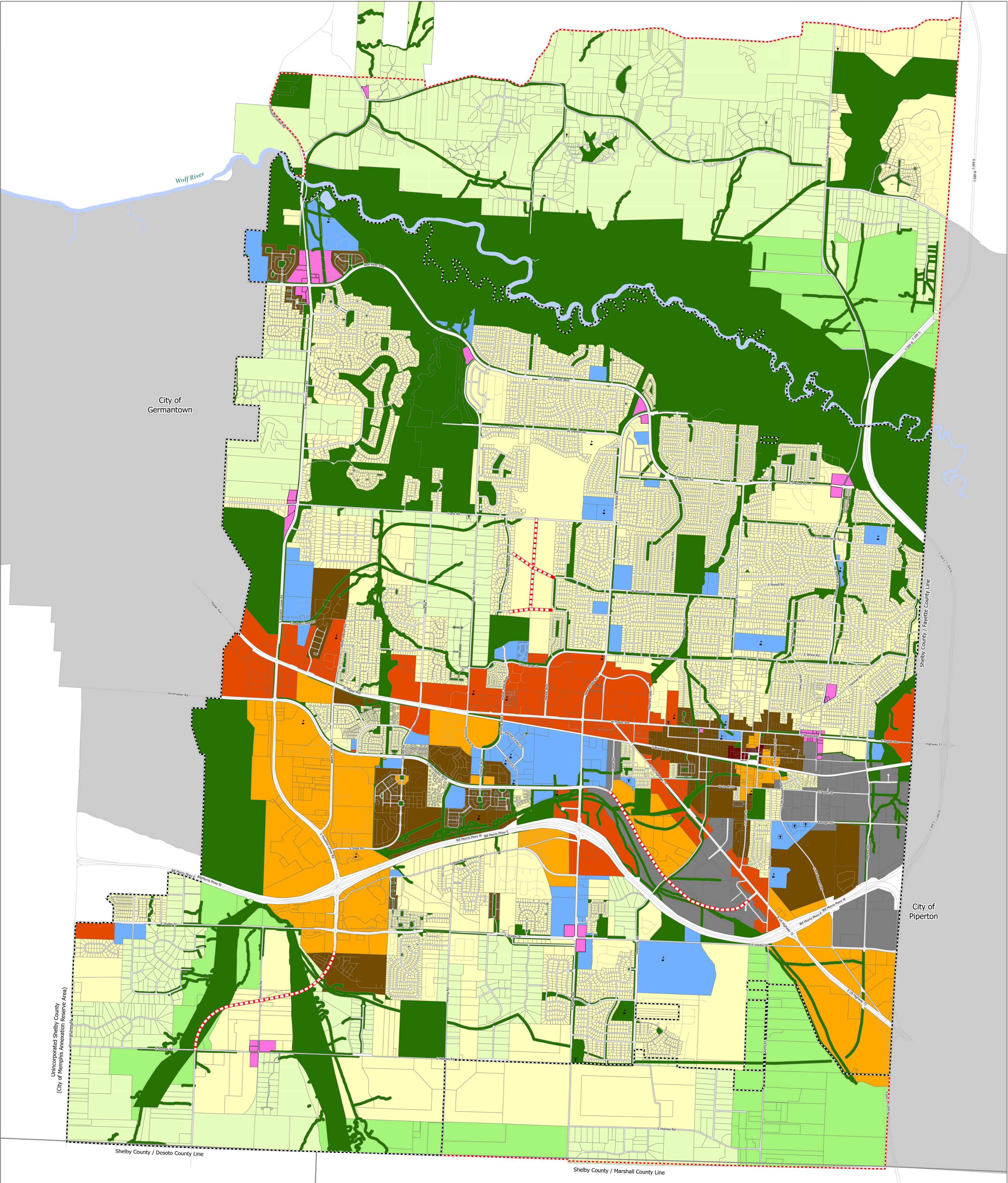
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2040 Place Types

Agriculture / Rural Residential

Downtown Core Activity Center

Neighborhood Commercial

Traditional Neighborhood

Technology - Employment Center

Mixed - Use Activity Center

Estate Residential

Suburban Neighborhood

Green Corridor / Infrastructure

Office - Institutional Campus

Corridor Commercial

Town of Collierville

Collierville Annexation Reserve

Wolf River

School

Cemetery

Expanded Street Network

2050 Comprehensive Plan Draft

Place Types/Future Land Use

Moderate Growth

Town of Collierville

1 inch = 1,200 Feet

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Feet



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Scan for the  
Collierville Map Gallery

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# GROWTH SCENARIO 3 - SIGNIFICANT GROWTH

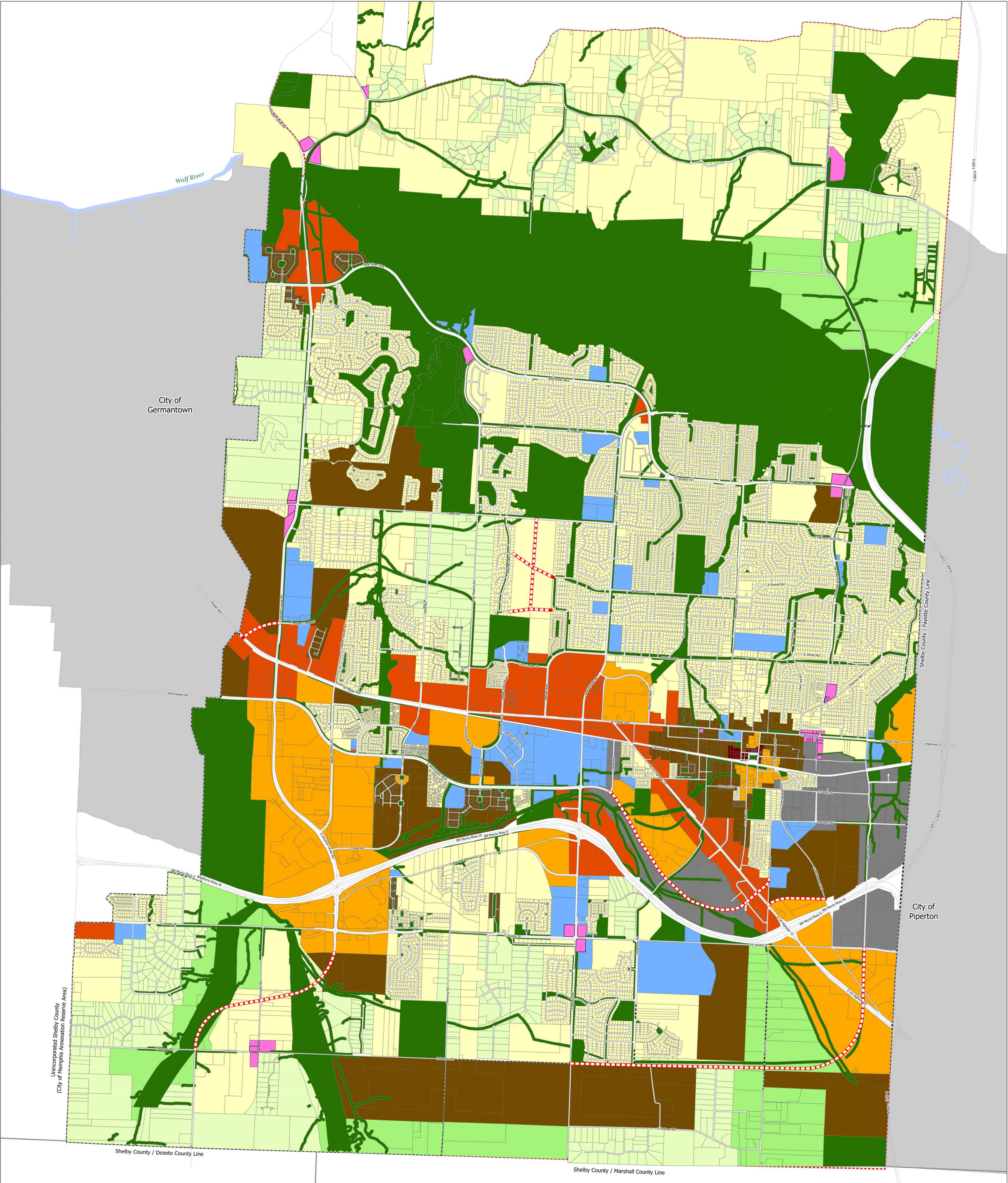
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2040 Place Types

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Office - Institutional Campus

Corridor Commercial

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Agriculture / Rural Residential

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Road Centerlines

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2050 Comprehensive Plan Draft

Place Types/Future Land Use

Significant Growth

Town of Collierville

1 inch = 1,200 Feet

0

1,200

2,400

3,600

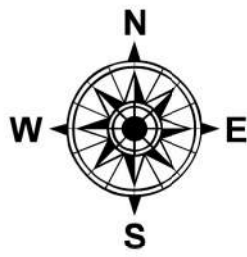
4,800

6,000

7,200

Feet







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