

# ECONOMIC DEVELOPMENT PUBLIC INPUT SUMMARY

## KEY TAKEAWAYS

Economic development is viewed less as traditional business recruitment and more as an extension of overall quality of life.

Strong preference for measured growth that builds on what Collierville already does well.

Economic development in Collierville should focus on reinforcing the town’s character.

Residents prefer small businesses and local entrepreneurship over big-box or large chain development.

Expand events and activities that attract visitors and strengthen the local tourism experience.

Focus on retaining young people and encouraging their return later as adults.

“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.”

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



Participants were asked to place dots on the types of businesses or industries the town should prioritize attracting or supporting. The results show a strong preference for locally oriented, community-serving businesses over large-scale or industrial uses.



# ECONOMIC DEVELOPMENT INTRODUCTION



Anchored by major employers such as FedEx, Helena Agri-Enterprises, Orgill, Carrier, and MCR Safety, Collierville has a diverse and stable economic base. Approximately 28,000 jobs are located within the community, spanning industries like logistics, manufacturing, and professional services. Even with these local opportunities, Collierville functions largely as a residential hub within the greater Memphis region, with about 80% of working residents commuting outside the Town each day.

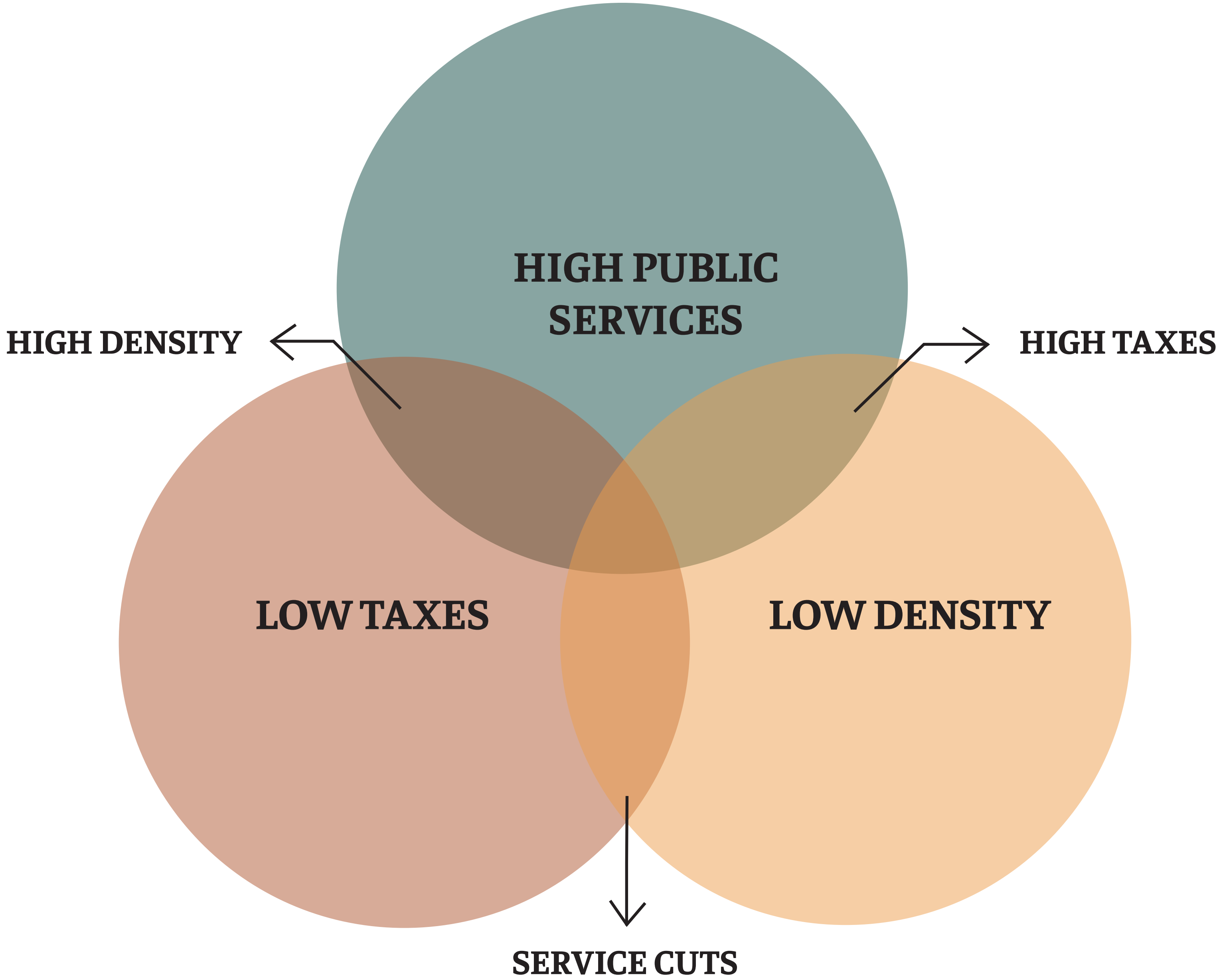
The local workforce is strong, with roughly 24,000 residents employed and an unemployment rate near 3.0%, reflecting a healthy economy. This dynamic creates both opportunities and challenges, while residents have access to a wide range of regional jobs, there is also potential to capture more employment locally. Collierville is well positioned to build on its strengths by attracting targeted businesses and supporting continued economic investment.

## Key Themes

- 1. Diverse base of major employers and industries
- 2. Strong workforce with low unemployment
- 3. High rate of commuting to jobs outside the Town
- 4. Opportunity to attract more local jobs and reduce outflow
- 5. Strategic use of incentives to support targeted growth and community priorities



# FISCAL SUSTAINABILITY TRADE-OFFs

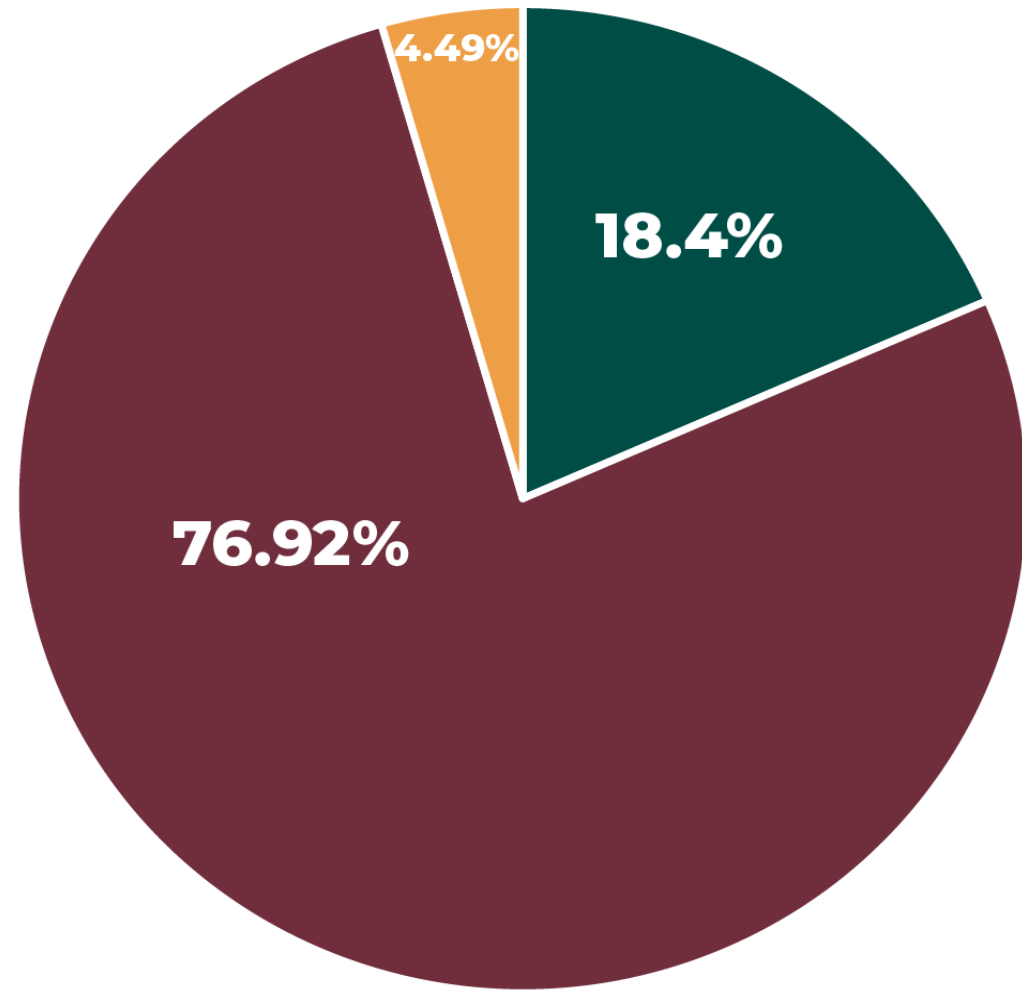


Return of Investment (ROI) is  
driven by infrastructure needs  
+  
Community’s desire for amenities  
+  
Community’s desire for low taxes

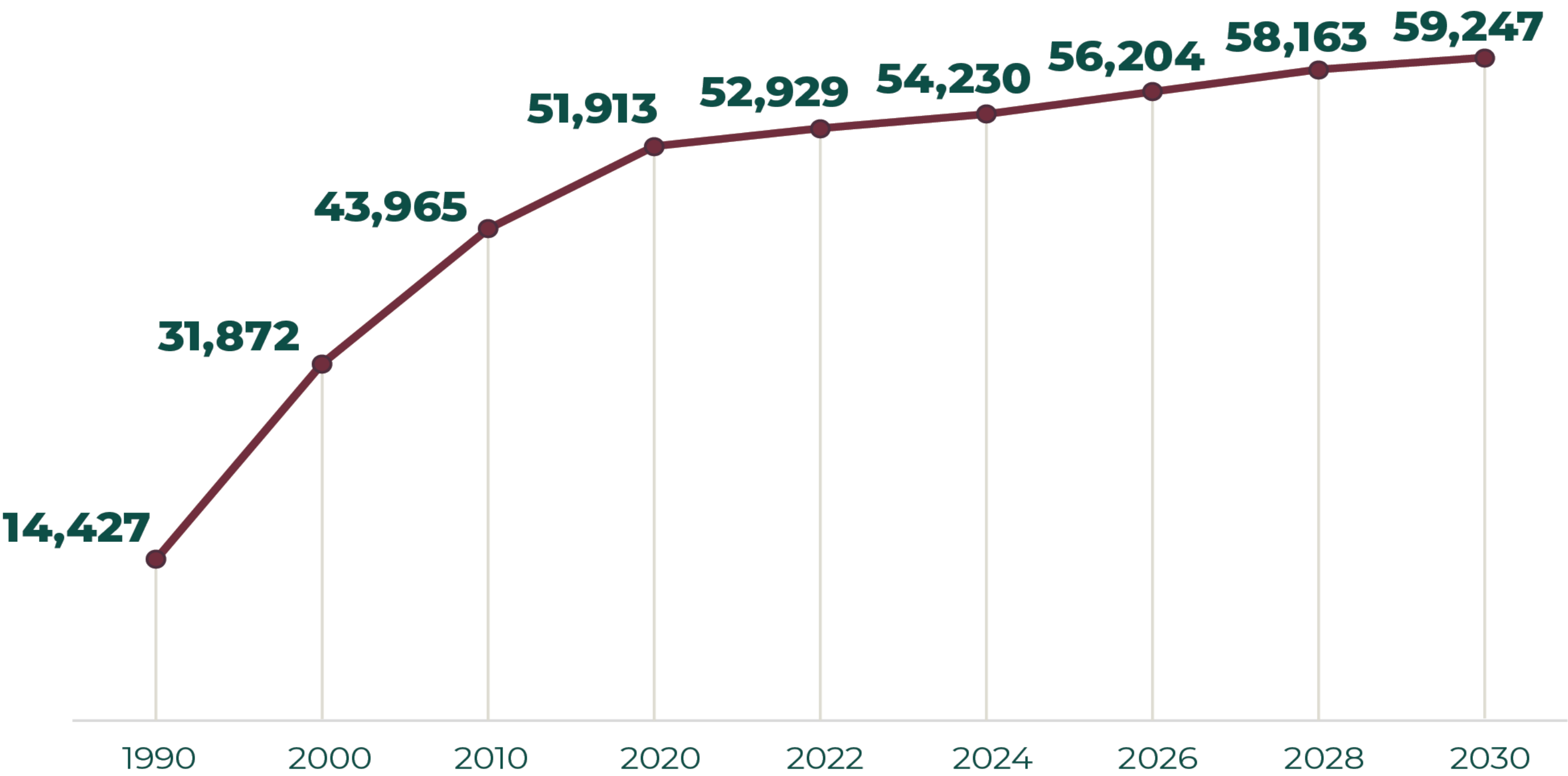
The role of the proximate Principle.  
- Dr.John Crompton ( Texas A&M )



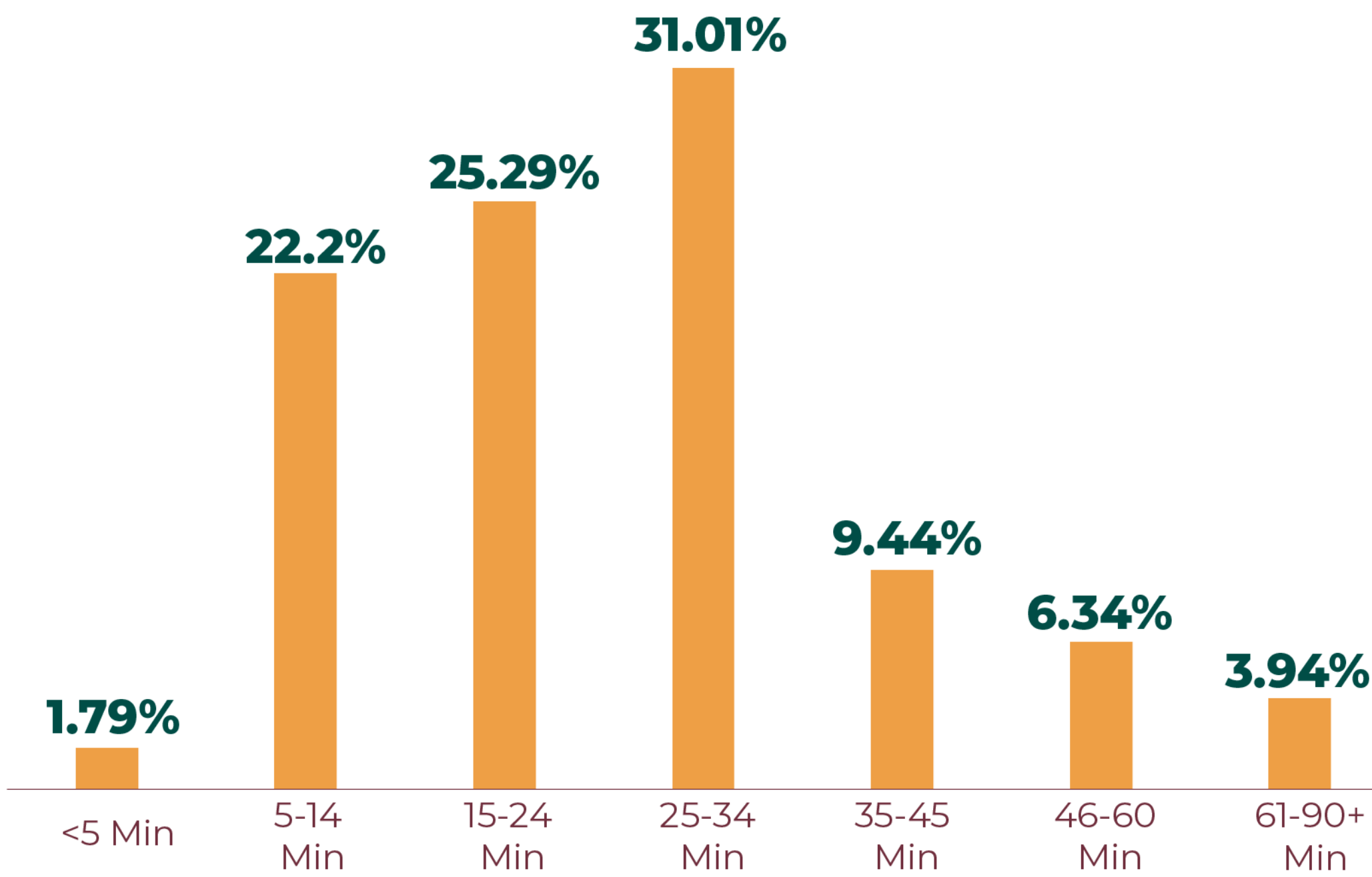
# DEMOGRAPHICS & GROWTH



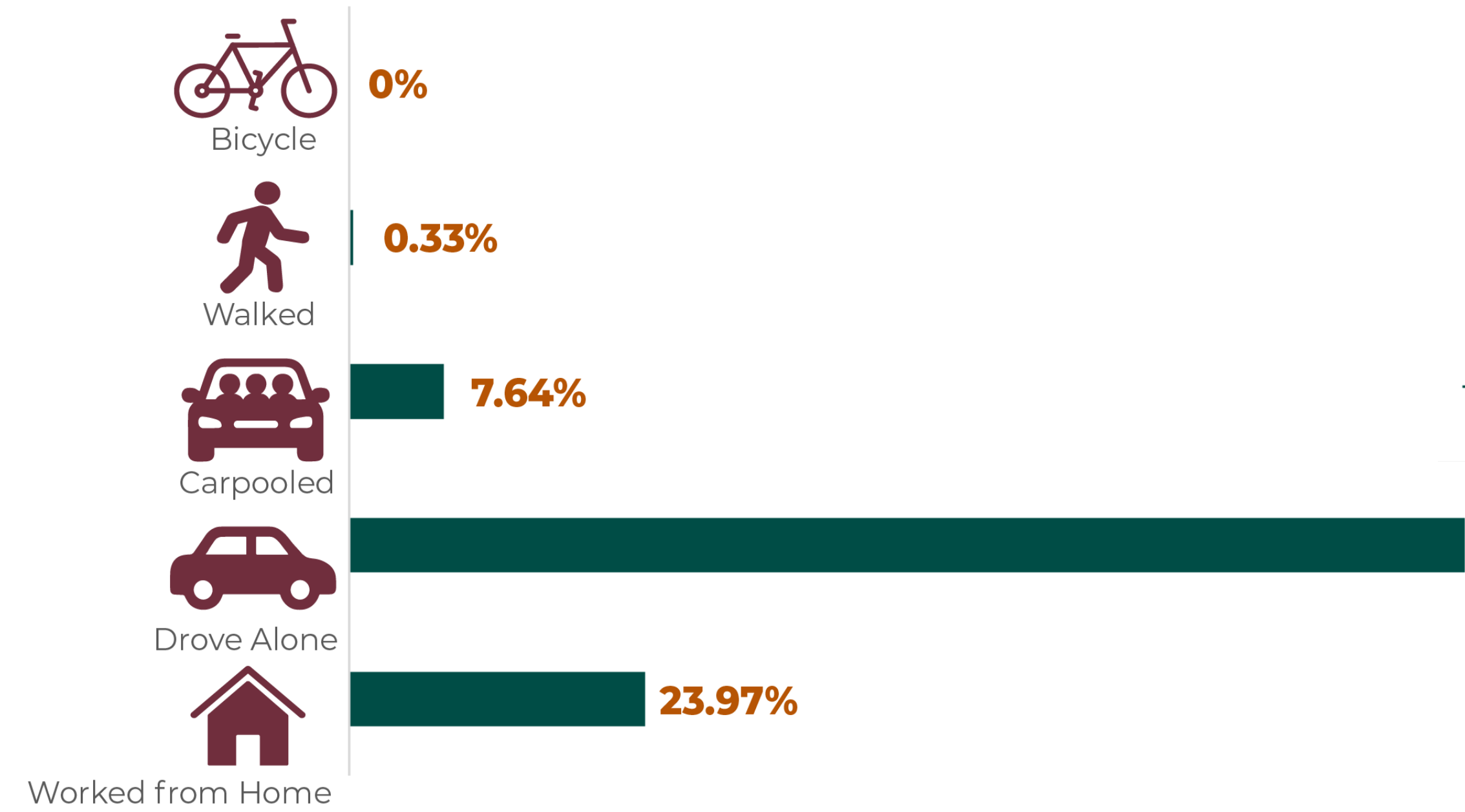
Housing Occupancy



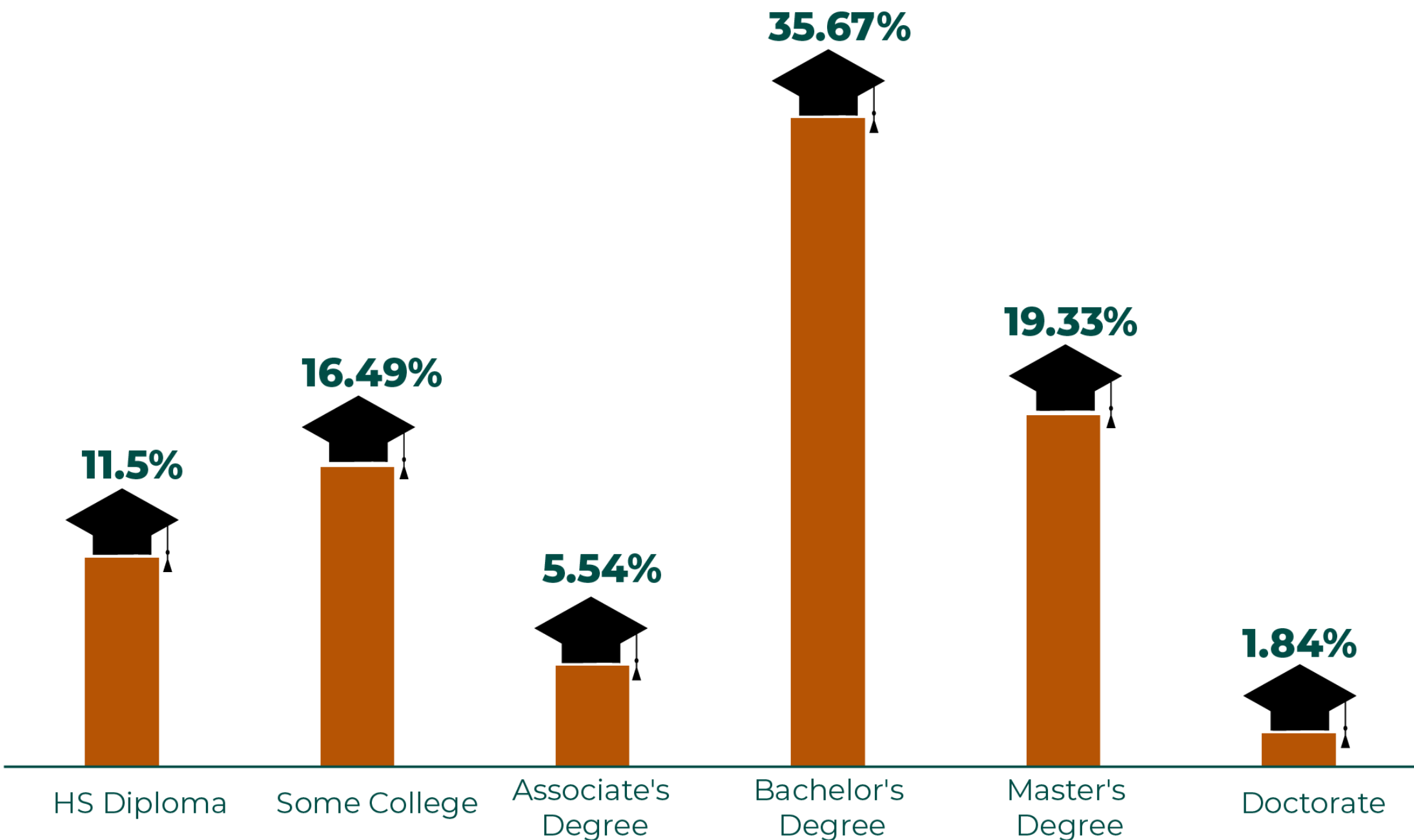
Population & Projections



Commute Times



Commute Modes



Educational Attainment



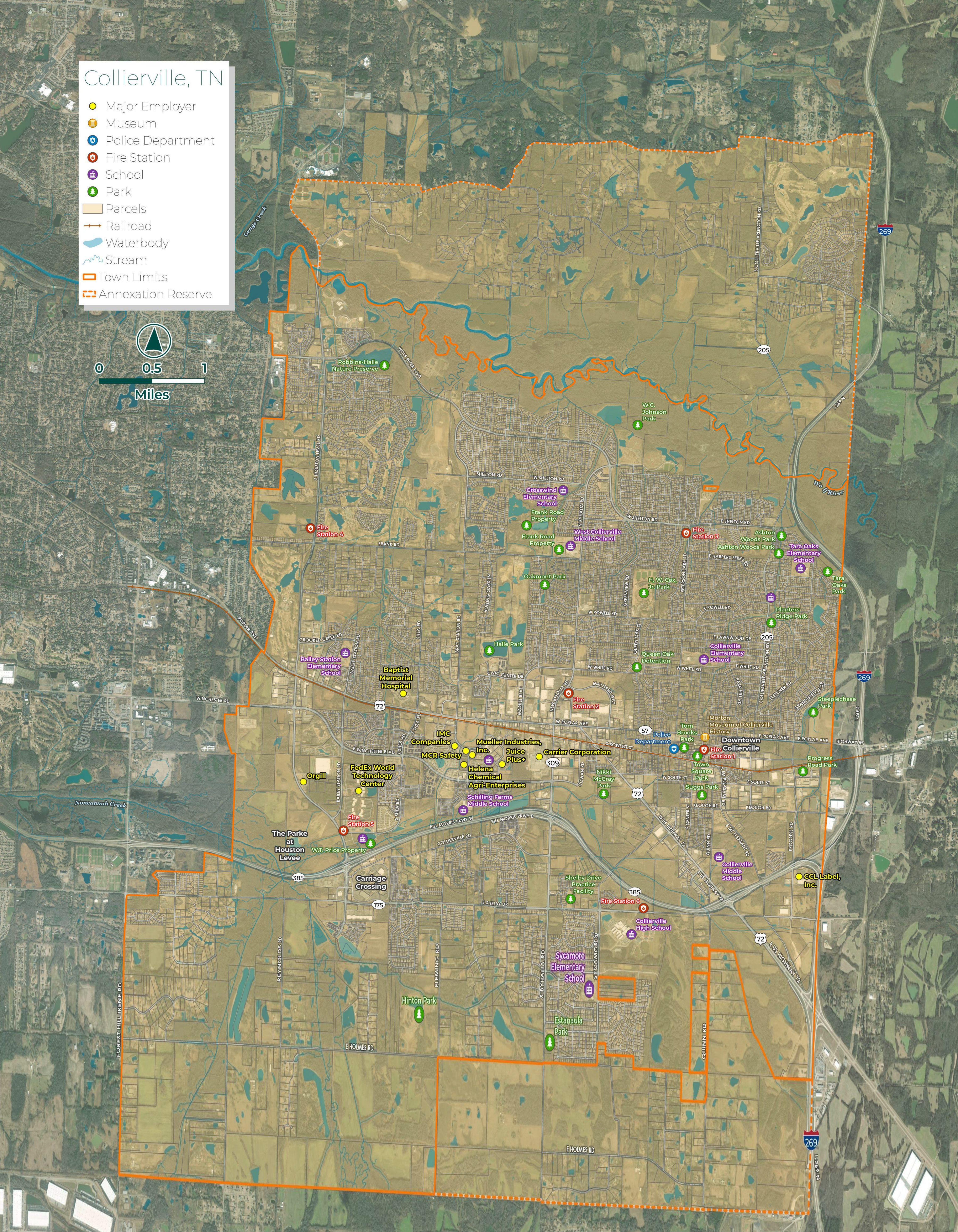
# MAJOR EMPLOYERS AND ACTIVITY CENTERS

Collierville, TN

- Major Employer
- Museum
- Police Department
- Fire Station
- School
- Park
- Parcels
- Railroad
- Waterbody
- Stream
- Town Limits
- Annexation Reserve



0 0.5 1  
Miles



# FUTURE GROWTH OPPORTUNITIES

Identify where future opportunities should grow with different colored dots.

Mixed-use (Green)

Technology-Employment Center (Yellow)

Corporate (Blue)

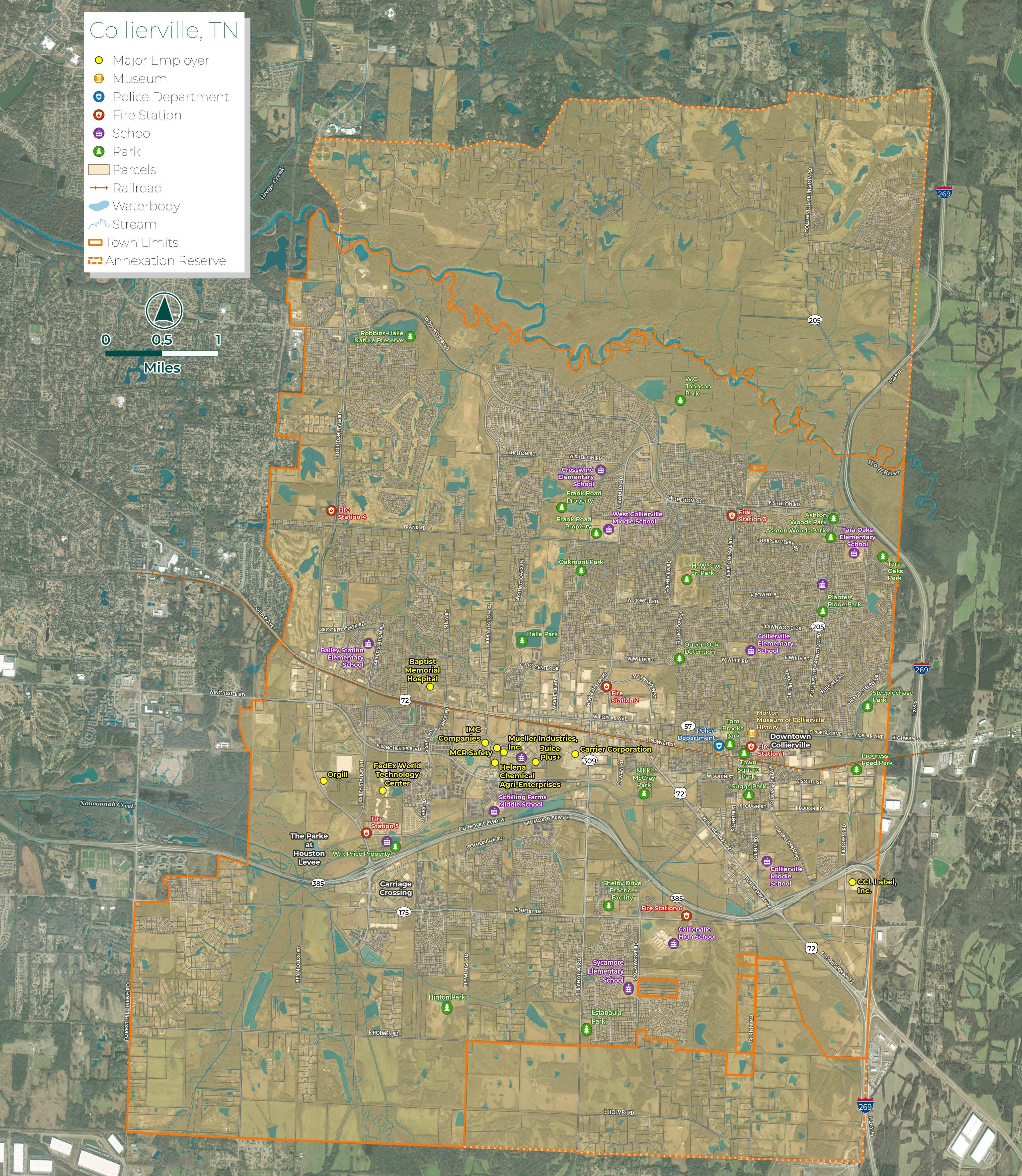
Retail / Entertainment (Red)

COLLIERVILLE



2050

COMPREHENSIVE PLAN



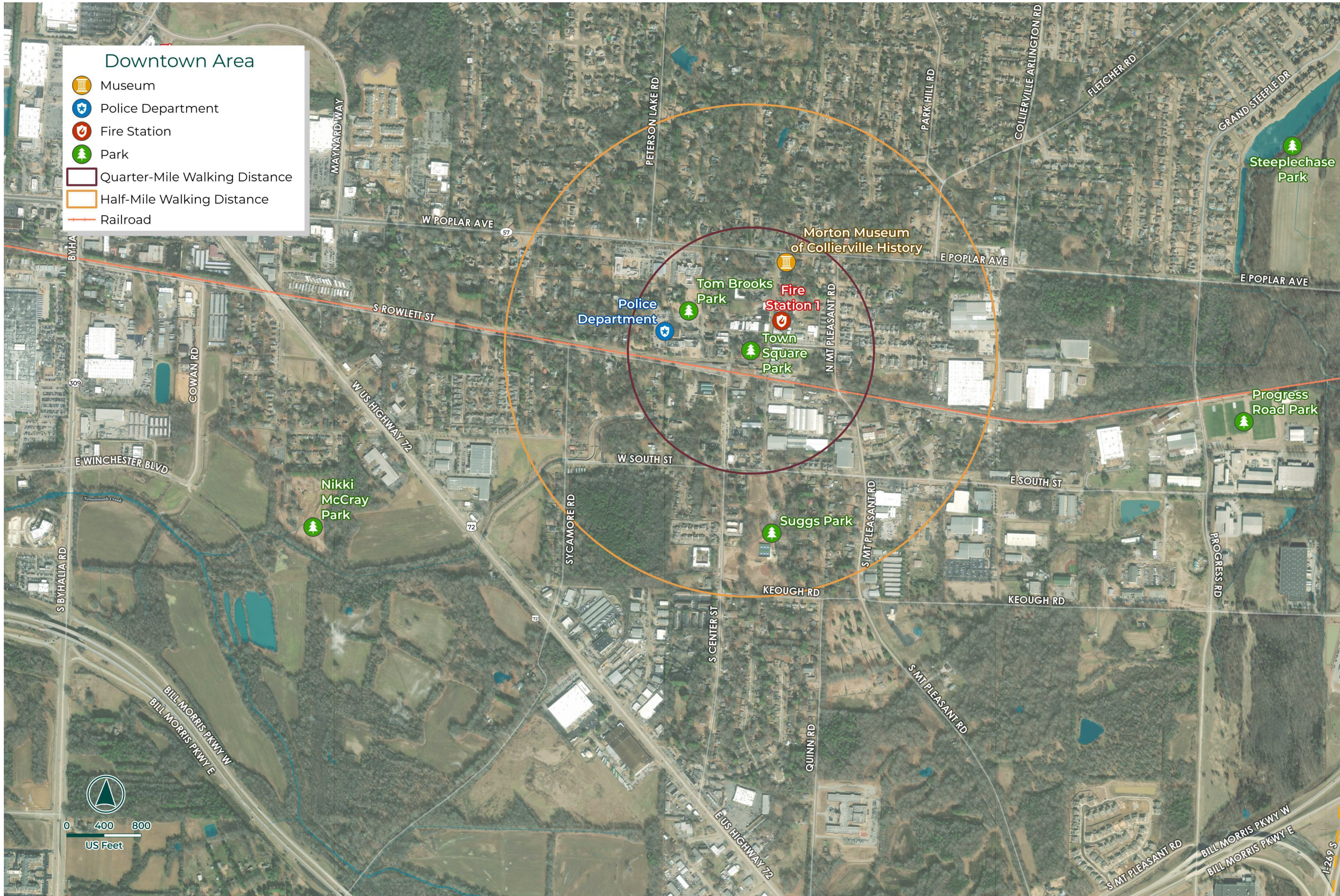
# HOW SHOULD DOWNTOWN EVOLVE?



# 2050

## COMPREHENSIVE PLAN

**Should the concept of Downtown be expanded? If yes, place a dot where downtown should expand.**



## Town of Collierville

Place a Sticky note with your comments below

Has the Downtown area reached its full potential?

If not, what is missing?



What physical improvements are needed to support growth? (i.e. sidewalks, lighting, signage, parking area, pedestrian amenities, etc.)

How can Tom Brooks Park be better connected to Downtown?



# TRANSPORATION - PUBLIC INPUT SUMMARY

Participants were asked how the Town should prioritize transportation and mobility improvements. The results highlight a strong focus on pedestrian infrastructure, safety, and connectivity, while also reflecting diverse opinions on public transit.



## KEY TAKEAWAYS

Residents prioritize continuous and safe pedestrian and bike infrastructure, with an emphasis on crosswalks, trail connectivity, and clear signage.

Residents indicate the importance of continued attention to vehicle safety, road quality, and traffic flow as core community priorities.

Preference for active, shared, and technology-driven mobility

Improved walkability infrastructure

Thoughtfully designed parking infrastructure around Town Square

“ I believe a major focus should be put into walkability/ transit modes of the town and a cohesive network of roads. ”

“ Thoughtfully designed surface parking with landscaping, improved walkability, and event shuttles could improve access without relying on large parking structures that may impact safety or character. ”

“ People-oriented town design, focusing on strong transit ability with beautiful and accessible public spaces. ”



# TRANSPORTATION INTRODUCTION



In Collierville, personal vehicles are the primary way people get around, reflecting the Town’s development pattern and its role within the greater Memphis region. Daily travel is concentrated along a network of major corridors, including Poplar Avenue (U.S. 72), Winchester Road, and State Route 385, which provide important east-west connections, as well as Byhalia Road, Houston Levee Road, and Collierville-Arlington Road linking north-south destinations.

Natural and built barriers, such as the Wolf River and the Norfolk Southern rail line, limit the number of crossings, concentrating traffic onto a handful of key routes. This often leads to congestion and delays during peak travel times, particularly where at-grade rail crossings and turning movements create bottlenecks. Poplar Avenue, the Town’s primary commercial corridor, offers direct access to businesses but also experiences slower traffic and higher crash risk due to frequent driveways and turning activity.

Like many suburban communities, the separation of homes, jobs, and shopping means even short trips are often made by car, placing additional pressure on major roads. At the same time, residents have expressed strong interest in safer and more connected options for walking and biking. Expanding sidewalks, trails, and bike facilities presents an opportunity to improve safety, enhance connectivity, and provide more transportation choices in the future.

## Key Themes

- 1.Strong reliance on personal vehicles for daily travel
- 2.Major corridors carry most local and regional traffic
- 3.Limited crossings over the Wolf River and rail line create bottlenecks
- 4.Commercial corridors balance access with mobility and safety challenges
- 5.Growing interest in sidewalks, trails, and safer biking and walking options



# CALMER STREETS ARE SAFER STREETS

Complete Streets and traffic calming protect neighborhood character, increase safety, and improve and access to homes, shops, schools, and parks



## What is a complete street?

Complete Streets help roads fit the place they are in. In Collierville, that means using the right mix of traffic calming, crossings, sidewalks, bike access, and lane design so each street works better in the neighborhood it serves.

- safer for daily trips
- easier to understand
- designed to fit the surroundings

## Traffic calming = streets that feel safer

Traffic calming uses street design to support safer speeds, easier crossings, and more predictable driving.

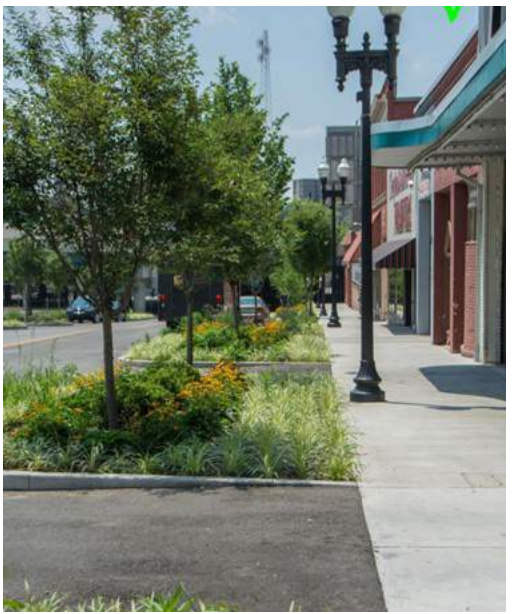
- **Pedestrian beacons** help people cross wide roads more safely.
- **Refuge islands** give people a safer place to pause while crossing.
- **Roundabouts** slow traffic and reduce severe intersection crashes.
- **Speed cushions** slow traffic near schools and neighborhoods.
- **Turn lanes and medians** make busy roads safer and easier to use.
- **Street trees** can help reduce speeds and help pedestrians feel safer and more comfortable while walking.

## Common questions

**Why slow cars down?** Lower speeds reduce the chance of severe injury and make streets feel safer near homes, shops, and schools.

**Will this make traffic worse?** No. The goal is to make streets work better and more safely for the place they are in, not to create unnecessary delay.

**Is this just about bikes?** No. This is about safer streets for everyone, drivers, pedestrians, children, older adults, people with mobility limitations, and people crossing the road.



## Why this matters in everyday life?

Street design affects daily trips—getting to school, getting home, visiting shops, crossing busy roads, and protecting the places people value.

**Getting to School**  
Safer crossings and calmer speeds can help students and families.

**Getting Home**  
Traffic calming can help reduce speeding near neighborhoods.

**Getting to Shops**  
Better access and crossings can make busy corridors easier to use.

**Walking Short Distances**  
Some trips are short, and streets should feel safer for those too.

**Protecting Town Character**  
Street design should support the feel of Collierville's neighborhoods and centers.

## What safer street design can help with?

Street design is not only about moving traffic. It can also make roads clearer, calmer, and easier for people to use every day.

**Less Confusing Intersections**  
Clearer turning movements and crossings help everyone know where to go.

**Safer Speeds**  
Street design can do more than signs alone to encourage appropriate speeds.

**Easier Access**  
Turning into neighborhoods, schools, and businesses can become more predictable.

**More Comfortable Walking**  
Sidewalks, buffers, lighting, and shorter crossings help people feel at ease.

**Better Fit for the Area**  
A street near homes should not feel the same as one in a shopping area or town center.

# TRAFFIC CALMING

## What do you like?

Look through the images and vote with dots for the street features you like.

Arterials

### Segments



### Intersections



Options are grouped by street function (neighborhood streets or major roads) and by location (between intersections and at intersections).

Neighborhood Roadways

### Segments



### Intersections



# TRANSPORTATION VISIONING



Place dots on the top three priorities in the right-side boxes

|                                                                                                                                                                                                           |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <p><b>Traffic Congestion Relief</b><br/>Reducing delay and backups on busy roads and at key intersections.</p>                                                                                            | <div></div> |
| <p><b>Maintaining &amp; Improving Existing Roads</b><br/>Fixing pavement, striping, lighting, and crossings before building new infrastructure.</p>                                                       | <div></div> |
| <p><b>Reducing Crashes &amp; Improving Safety</b><br/>Designing streets to lower crash risk and protect drivers, pedestrians, and cyclists.</p>                                                           | <div></div> |
| <p><b>Connected Sidewalks</b><br/>Sidewalks that are continuous, safe, accessible, and connect people to everyday destinations.</p>                                                                       | <div></div> |
| <p><b>Trails &amp; Greenways</b><br/>Off street walking and biking paths that connect neighborhoods, parks, and schools.</p>                                                                              | <div></div> |
| <p><b>Better Crossings at Busy Streets</b><br/>Helping people safely cross wide or high traffic roads.</p>                                                                                                | <div></div> |
| <p><b>Transportation That Works for Youth &amp; Teens</b><br/>Providing safe ways for young people to get around without always needing a ride.</p>                                                       | <div></div> |
| <p><b>Safe Routes to Schools &amp; Parks</b><br/>Making it easier and safer to reach places kids and families use every day.</p>                                                                          | <div></div> |
| <p><b>Supporting Local Businesses &amp; Daily Travel</b><br/>Ensuring streets and access support customers, employees, deliveries, and everyday trips without creating congestion or safety problems.</p> | <div></div> |
| <p><b>Transportation That Fits Collierville’s Character</b><br/>Designing transportation that supports neighborhoods, protects the small town feel, and avoids highway style streets.</p>                 | <div></div> |



# STREET TYPOLOGY BY PLACETYPE

| Collierville Place Type                          | Description                                                                                                                               | Typical Lane Configuration (per direction) | Typical Lane Widths | Pedestrian/ Bicycle Facility                                           | Target Speed Range | Typical Intersection Treatments                                                                                                                                                                                                                                                                      |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|---------------------|------------------------------------------------------------------------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Green Corridor/ Agricultural / Rural Residential | Low-intensity areas defined by open space, natural systems, agricultural land, and rural development.                                     | 1–2 thru lanes                             | 11–12 ft            | 10' Shared-use path or paved shoulder                                  | 35-45 mph          | <br>Turn lanes added only where needed; mostly stop-controlled intersections; roundabouts used occasionally at rural highways; pedestrian crossings uncommon                                                      |
| Residential                                      | Predominantly housing areas ranging from estate to suburban neighborhoods, focused on local access, safety, and daily trips.              | 1–2 thru lanes                             | 11–12 ft            | 10' Shared use path                                                    | 30–40 mph          | <br>Center turn lanes for driveway access; marked crosswalks at all intersections; pedestrian beacons at trail or school crossings; compact roundabouts where appropriate                                        |
| Commercial/ Office/ Employment                   | Auto-oriented destinations and through corridors serving jobs and services, with higher traffic volumes and managed access.               | 2–3 thru lanes                             | 11–12 ft            | 10' Shared use path or sidewalk level bicycle lane                     | 35–40 mph          | <br>Multiple turn lanes at signals; raised medians to manage access; frequent pedestrian crossings with refuge islands; pedestrian beacons (PHBs) at major destinations; large roundabouts at key access points |
| Traditional Neighborhood                         | Compact, walkable areas with mixed residential and small scale commercial uses and a strong emphasis on lower speeds and connectivity.    | 1–2 thru lanes                             | 10–10.5 ft          | 10' Shared use path                                                    | 25–30 mph          | <br>Tighter corners to slow turns; frequent, highly visible crosswalks; raised intersections or traffic circles at lower volume intersections                                                                   |
| Activity Centers / Downtown Core                 | High intensity destinations with concentrated jobs, services, and civic uses where streets prioritize people and place over traffic flow. | 1–2 thru lanes max                         | 10 ft               | Protected bike lanes or shared slow speed environment<br>Wide sidewalk | 20–25 mph          | <br>Minimal turn lanes; compact intersections; raised crosswalks; pedestrian first signals; mini traffic circles or all-way stop intersections common                                                           |

# EXISTING THOROUGHFARE PLAN MAP

COLLIERVILLE



2050

COMPREHENSIVE PLAN

Existing Thoroughfare Plan

 Railroad

 Freeway

 Highway

 Collector

 Major Arterial

 Local Road

 Waterbody

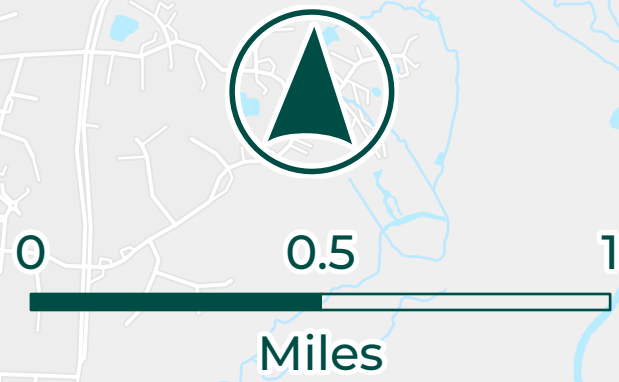
 Stream

 Parcel

 Points of Interest

 Town Limits

 Annexation Reserve



Draw where new connections  
needed.

