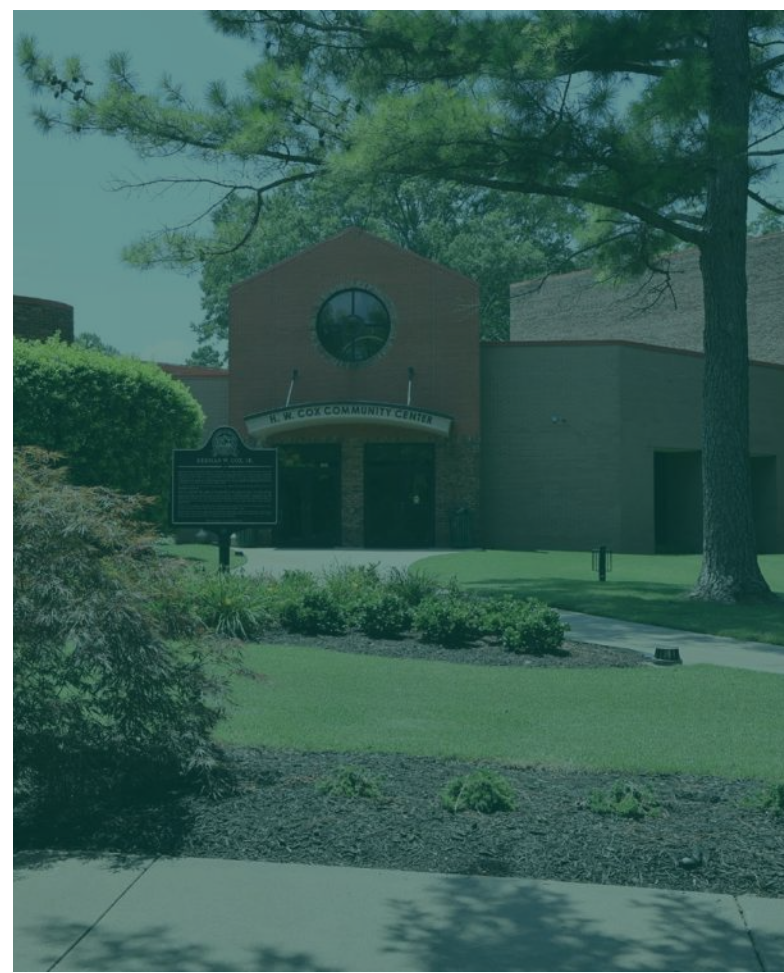
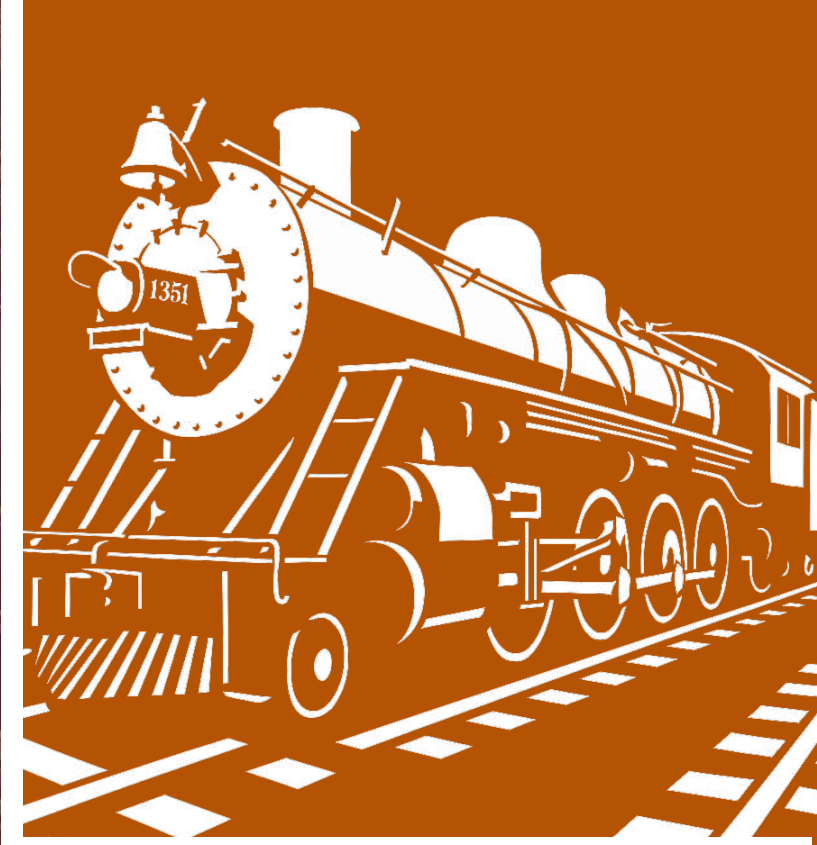




1 COMMUNITY SNAPSHOT

The Collierville 2050 Comprehensive Plan (“Plan”) builds on Collierville’s previous planning efforts and the 2040 Land Use Plan. Collierville (the Town) has experienced rapid growth in population, housing, and industry in the past several decades, prompting the need for this updated Comprehensive Plan. This chapter provides an overview of the historic and existing conditions in Collierville, including the physical, social, and economic context of the Town. Understanding the background helps identify the community’s needs and desires, which ultimately set the foundation for developing different elements of the Plan. This chapter includes: regional context, community history, demographics and growth trends, economic context, physical characteristics, and an overview of existing planning efforts.

DRAFT

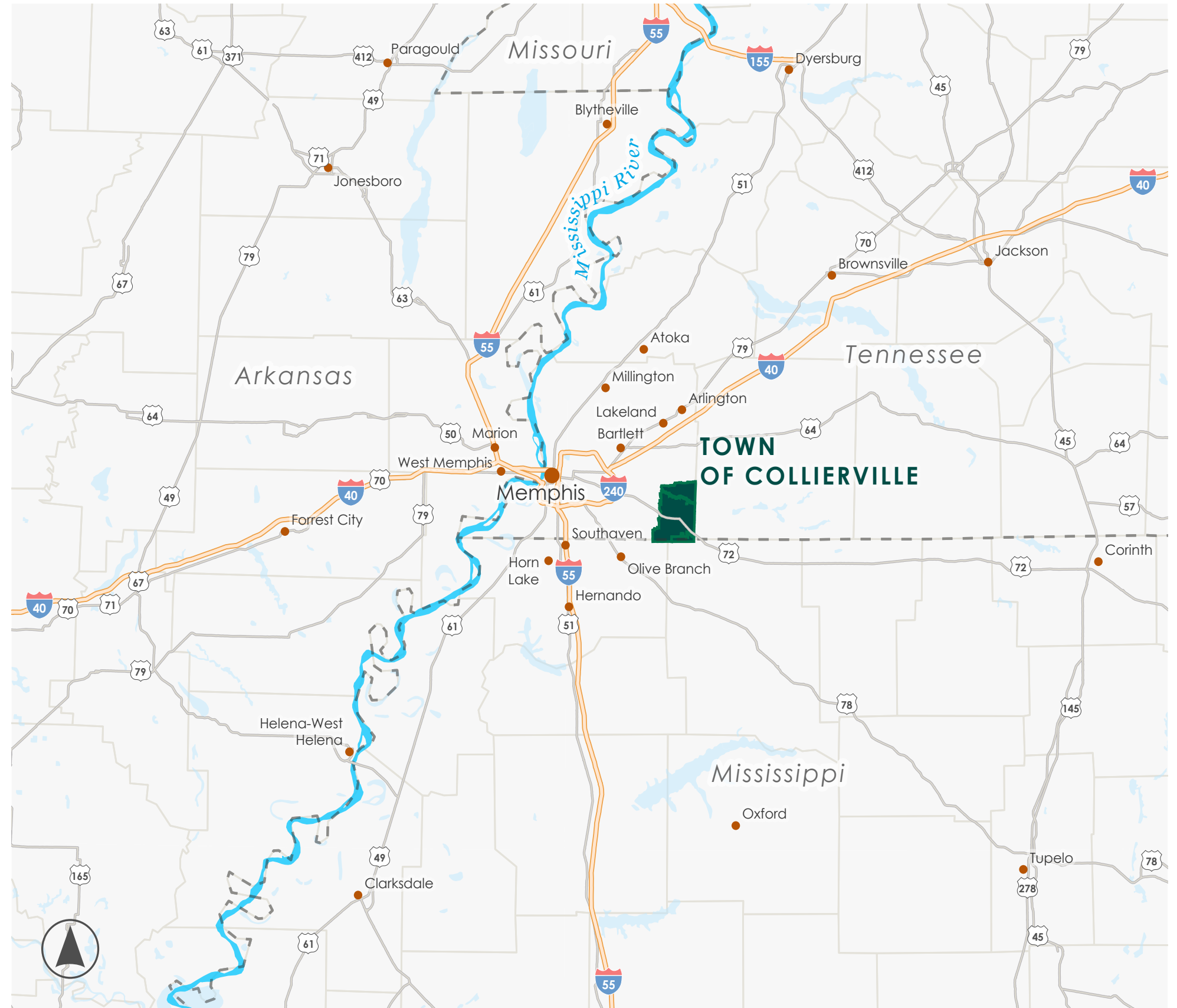
REGIONAL CONTEXT

The Town of Collierville is located in the southeastern portion of Shelby County, approximately 18.5 miles east of Memphis, the region's primary urban and economic center. The Town is also close to the city of Germantown (to the northwest) and the city of Piperton (to the east). The northern border of the Town is located along the Wolf River, a major waterway that runs east-west. The southern edge of the Town is located along the Mississippi-Tennessee state line.

The Town is situated at the crossroads of several highways, which provide easy access to other parts of the region. The Town is served by major east-west and north-south corridors, including U.S. Highway 72 and State Route 385 (I-269), which provide direct access to Memphis, surrounding Shelby County communities, and the broader Mid-South region.

Regional mobility is further supported by access to air and rail infrastructure. Commercial air service is available at Memphis International Airport, which is also home to FedEx, a major employer in the Town and region. Collierville is served by the Norfolk Southern Railroad, an active rail line, which runs east-west through the Town. These transportation assets provide ease of access to and from Collierville to the larger region, Mid-South US, and internationally.

As part of the Memphis metropolitan area, Collierville's planning decisions are closely tied to regional trends in population growth, housing demand, transportation, and economic development. This Plan recognizes the Town's regional context and seeks to guide future growth in a manner that supports local priorities, preserves community character, and reinforces Collierville's role as a high-quality residential and employment center in the region.



Map 2. Regional Context

COMMUNITY HISTORY

The Town of Collierville developed within the Wolf River watershed, an area valued for its rich soils, abundant wildlife, and access to the Mississippi River. Prior to European settlement, the land served as hunting grounds and travel corridors for the Chickasaw Nation, whose trails later influenced the development of early roads, including present-day Poplar Pike. Permanent European settlement began following the Great Chickasaw Cession of 1818, which opened much of West Tennessee to settlement and led to the formation of Shelby County and the founding of nearby Memphis.

Collierville emerged as a formal settlement in the 1830s when land grants were issued to early speculators, including Jessie R. Collier, whom the Town would eventually be named after. By 1850, Collierville had grown into a thriving rural town and was officially incorporated. Early development was closely tied to transportation, with stagecoach routes connecting Collierville to Memphis. William W. Talley opened a log cabin to serve travelers who were on their way to Memphis via stagecoach.

A major turning point in Collierville’s growth occurred with the arrival of the Memphis and Charleston Railroad in 1857, the first railroad to connect the Atlantic Ocean to the Mississippi River. The rail line significantly improved regional access and accelerated population and economic

growth. By 1860, Collierville’s population had doubled. Although the Civil War caused widespread damage and disruption, the community rebuilt quickly in the postwar years, establishing the Town Square, churches, schools, and commercial businesses. By 1877, Collierville’s population exceeded prewar levels.

The late 19th and early 20th centuries marked a period of steady recovery and modernization. Education played a central role in the Town’s development, with institutions such as Bellevue Female College, later Collierville High School. During the early 20th century, Collierville became known as a regional dairy center, earning recognition as the “Cheese Making Capital of West Tennessee” following the opening of Swift and Company’s cheese plant in 1934.

In the decades that followed, Collierville diversified its economic base while retaining its small-town character. Manufacturing, logistics, and corporate employers have contributed to the Town’s evolution into a desirable residential and employment center within the region.

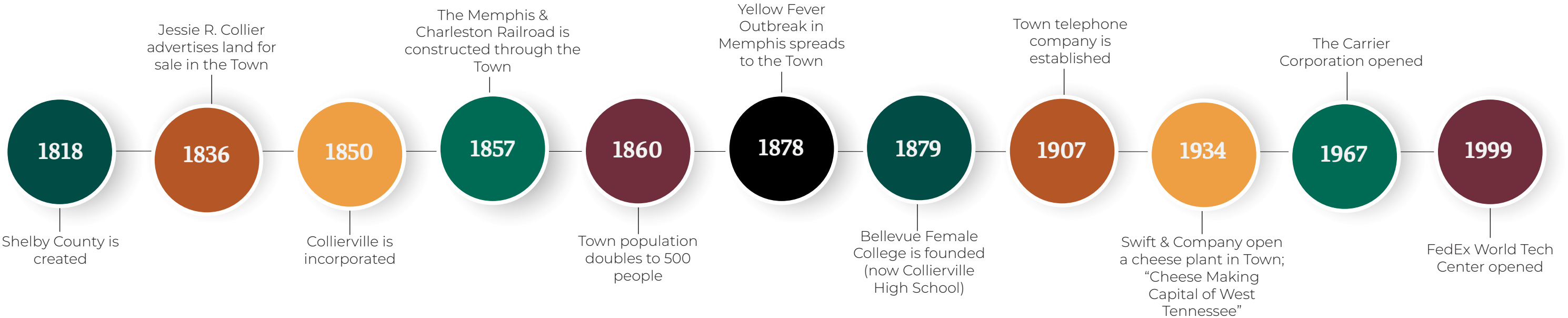
Today, Collierville’s history of transportation, education, and industry continues to influence its identity and inform planning decisions aimed at preserving community character while supporting long-term growth.



Talley Stage Coach Stop



Collierville Train Depot



DEMOGRAPHICS

The demographic profile of Collierville provides essential insight into the Town’s residents and how their needs shape this Plan’s recommendations. This section establishes a snapshot in time at the beginning of the Comprehensive Planning process, recognizing that demographics will evolve over the Plan’s development. While individual data points may vary by source, the value of demographic analysis lies in identifying overall trends and long-term direction. Demographic trends directly influence housing demand, transportation needs, and educational planning. Changes in household size, age distribution, and income levels affect the types of housing that are needed, from single-family homes to a broader range of housing options. Population and workforce characteristics impact travel patterns, commuting behavior, and the need for roadway, pedestrian, and transit improvements. Similarly, changes in the number and age of residents help guide planning for schools, parks, and other public facilities. By understanding these demographic patterns, the Comprehensive Plan can better align land use, infrastructure investment, and public services with current and future needs.

The baseline data for the majority of the demographic analysis used for this Plan are the annual estimates from Esri’s Business Analysis software. These fine-grained annual estimates are largely derived from the U.S. Census American Community Survey (ACS) (5-year summary) datasets and the 2020 U.S. Census. In addition, population and land have been provided by the Town of Collierville. The data sources are respectfully noted throughout the Plan. Unless otherwise noted, these datasets are not intermingled to develop the analysis.

POPULATION

Population trends provide important context for understanding a community’s past, present, and future needs. Changes in total population, age distribution, household composition, and growth patterns influence demand for housing, transportation, public facilities, and more. Examining these trends over time helps identify whether the community is experiencing growth, stability, or decline, and how those patterns compare to the surrounding region.

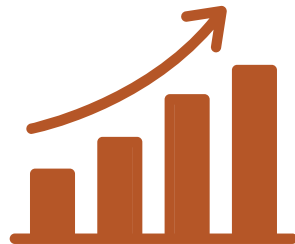
Collierville is home to an estimated 54,230 residents, per the Town of Collierville’s annual population estimates (2024). The U.S. Census showed the Town’s population to be 51,324 in 2020. Collierville has experienced steady and respectful growth since 2020, with an average annual growth rate of 1.5%. This is in stark contrast to the earlier years of the Town, when the community experienced substantial growth (See Figure 1) due to its location in the Memphis region and the establishment of the area as a logistics mega-hub, with the nearby establishment of Federal Express (FedEx) Headquarters in 1973.



54,230
Population in 2024



+ 10,265
New residents in 5 years



1.11%
Compound Annual Growth Rate (CAGR) over last 5 years
CAGR represents the average compound annual population growth rate over a period of time.

Year	Population	Population Change (#)	Population Change (%)
1960	2,020	867	75.2%
1970	3,651	1,631	80.7%
1980	7,839	4,188	114.7%
1990	14,427	6,588	84%
2000	31,872	17,445	120.9%
2010	43,965	12,093	37.9%
2020	51,324	7,359	16.7%
2021	51,913	589	1.1%
2022	52,929	1,016	2%
2023	53,406	477	0.9%
2024	54,230	824	1.5%

Figure 2. Population Change 1960-2024

AGE & GENDER

Studying the age and gender trends in the community's population can indicate the need for services such as hospitals, parks, schools, and community centers. Analyzing these trends can also help determine housing types that are desirable for certain age groups, such as a variety of homes for older adults (65 years old and above).

The population pyramid in Figure 2 shows the percentage of Collierville's residents in 9-year blocks, for both female and male residents. Analyzing the age demographic data in cohorts of likely groups (e.g., children (0 – 19 years old), college and young adults (20-24), older adults (65+ years old)) can provide further insights to the broader community. Combining the cohorts of children (0–19 years old) with those of their likely parents (25-44 years old) creates the majority of residents (55.5%).

When comparing the age demographics of Collierville to those of Shelby County and the State of Tennessee, the relatively small percentage of young adults is evident. This is most likely related to the fact that no colleges are located within the Town limits or that there are limited numbers of homes and jobs attainable for this age cohort.

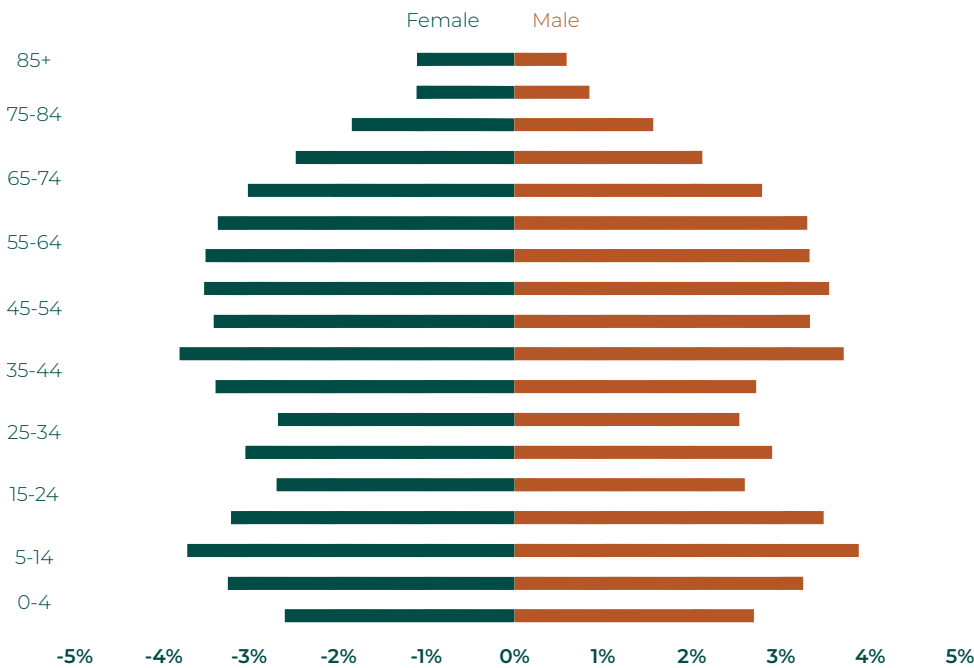


Figure 3. Age and Gender

RACE & ETHNICITY

Race and ethnicity, though often confused as the same, represent distinct aspects of a group's identity. Race typically refers to physical characteristics, such as skin tone or hair texture, whereas ethnicity relates to cultural elements, including language, traditions, and heritage. Recognizing and valuing this diversity within a community is a vital part of a comprehensive plan.

The largest racial group in the Town of Collierville consists of individuals who identify as “white,” accounting for 65% of the total population, as shown in Figure 3. The next two largest groups are “Asian” (approximately 14%) and “Black or African American” (approximately 13%).

Regarding the ethnic composition (Figure 4), approximately 95% of the residents consider themselves “not Hispanic or Latino.”

LANGUAGE

Language is an important consideration when planning a community because it directly affects access to information, services, and opportunities. Residents with limited English proficiency may encounter barriers to civic participation, emergency communications, education, and economic mobility. Recognizing and planning for language needs helps promote equity, strengthen community engagement, and ensure that all residents can fully participate in and benefit from the community.

While English is the primary language spoken at home by a majority of residents, a small share of households speak a language other than English. Approximately 93% of Town residents speak only English or speaks English “very well/ well”, while 7% of residents speak English less than “very well/well” (Figure 5).

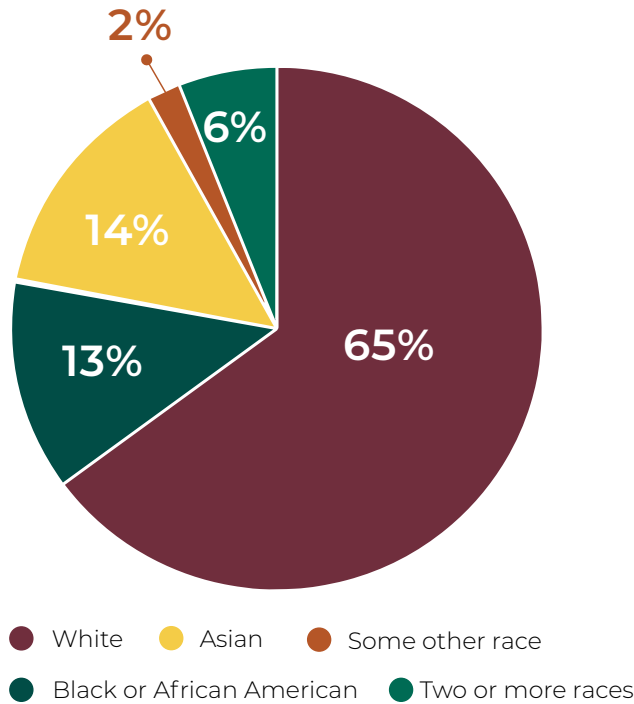


Figure 4. Race

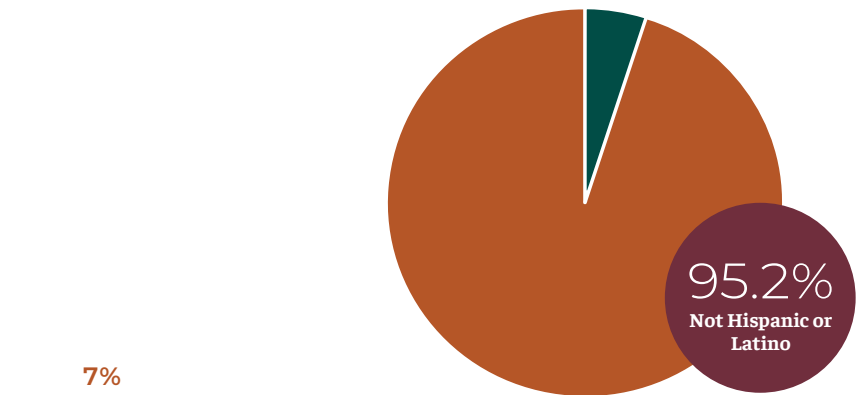


Figure 5. Ethnicity

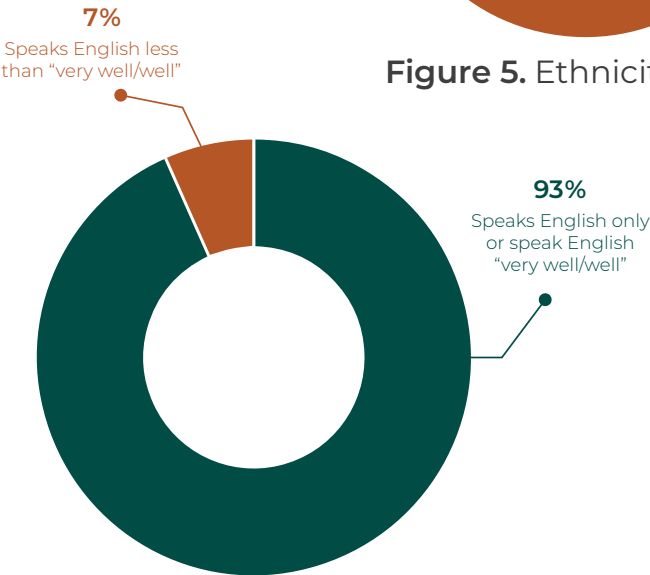


Figure 6. Language

HOUSING

Housing is a crucial component of a community’s health and vitality. This topic will be discussed in greater detail in Chapter 5, Housing and Neighborhoods. This information sets the stage for the further analysis and discussion provided in Chapter 5.

The Town of Collierville estimates that there were 20,967 dwellings in the Town as of 2024. The median year of homes built in Collierville, according to the 2019-2023 ACS estimate, is 1997. The Town has significantly newer homes when compared to Shelby County (1977) or the State of Tennessee (1986). The overwhelming majority of home types in the Town are single-family detached (78%). Stand-alone apartments comprise 13.9% and attached housing types, such as townhomes, duplexes, and triplexes, make up a comparatively small share. These patterns reflect Collierville’s long-standing development as a predominantly low-density, owner-occupied suburban community.

The majority of the homes in Collierville are “owner-occupied” (80%). Average home values in the Town are estimated at \$502,864, significantly higher than both Shelby County (\$339,188) and the State of Tennessee (\$400,528). Together, these indicators point to a housing market that primarily serves families and higher-income homeowners, while offering more limited options for renters, smaller households, and alternative housing types.

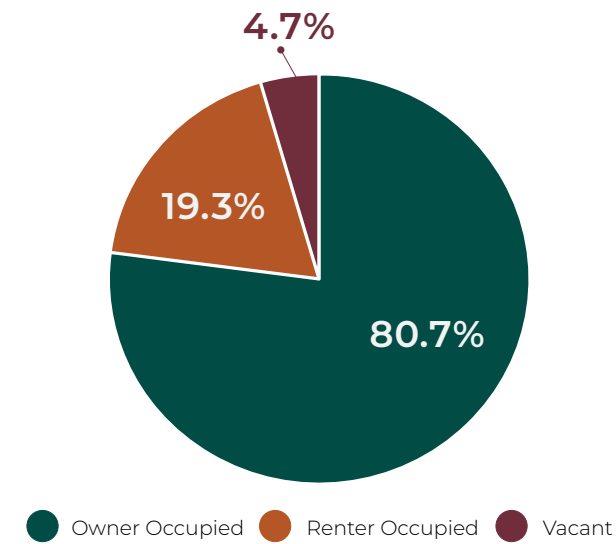


Figure 7. Occupancy



Figure 8. Average Home Value

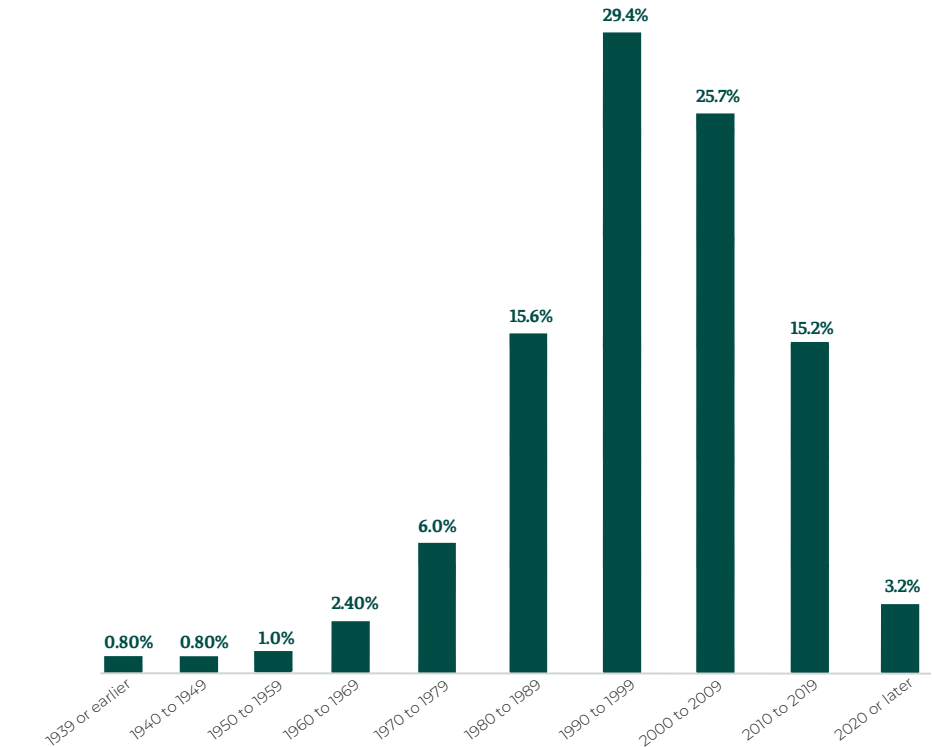


Figure 9. Housing Year Built

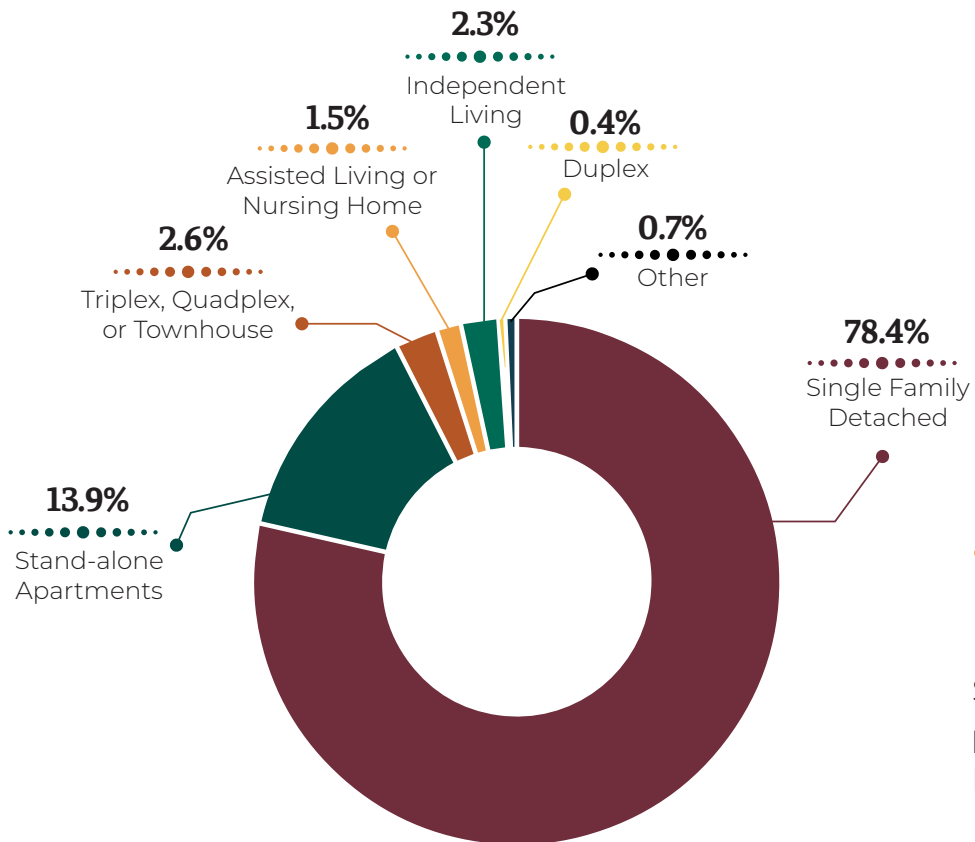


Figure 10. Housing Typologies

INCOME

Household income is a strong indicator of the Town’s buying power and a factor in understanding the kinds of goods and services needed and desired in the community.

The median household income for Collierville is \$136,194. The average household income is \$179,598. The median household income, which represents the household income where half the community statistically earns more than the median, and the other half earns less, is a better representation of typical household earnings compared to the community average household income.

The average household income is calculated by summing all household incomes and then dividing by the number of households, which can skew the results due to the influence of extremely high- or low-earning households.



Figure 11. Median Household Income

EDUCATION

Assessing the level of education in a community can yield insights into potential employers in Collierville and the surrounding region. A workforce that is educated at higher levels will often attract high-paying jobs, which in turn bring higher-quality developments, housing, and possibly community amenities.

Collierville boasts a significantly higher percentage of adults with Bachelor's and Graduate or Professional Degrees than that of the state. Approximately 35% of adults over the age of 25 hold a Bachelor's Degree, and 28% hold a Graduate or Professional Degree.

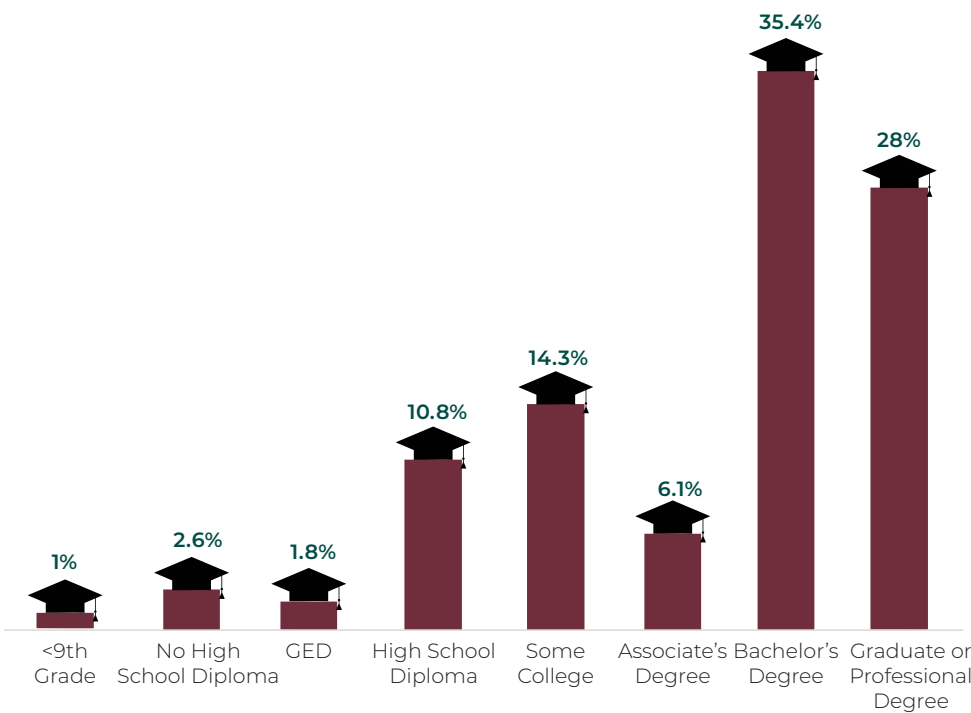


Figure 12. Educational Attainment

COMMUTING PATTERNS

Commute time data provides insight into residents' daily travel patterns and access to employment. The largest share of workers commute 25-34 minutes, accounting for 31.01% of all commuters. Smaller portions of the workforce experience longer commutes, with 6.34% traveling 45-59 minutes, which may reflect employment locations outside the Town. Collierville's average commute time is 25 minutes, which is on-par with Shelby County and the state as a whole.

Commute mode data shows a strong reliance on single-occupancy vehicles among residents (90.4%) indicating a high level of auto dependence within the Town. Working from home accounts for nearly one-quarter of workers (24.0%). Alternative modes represent a much smaller share of commuting trips, with 7.6% carpooling, 0.3% walking, and no residents biking to work.



Figure 13. Commute Modes

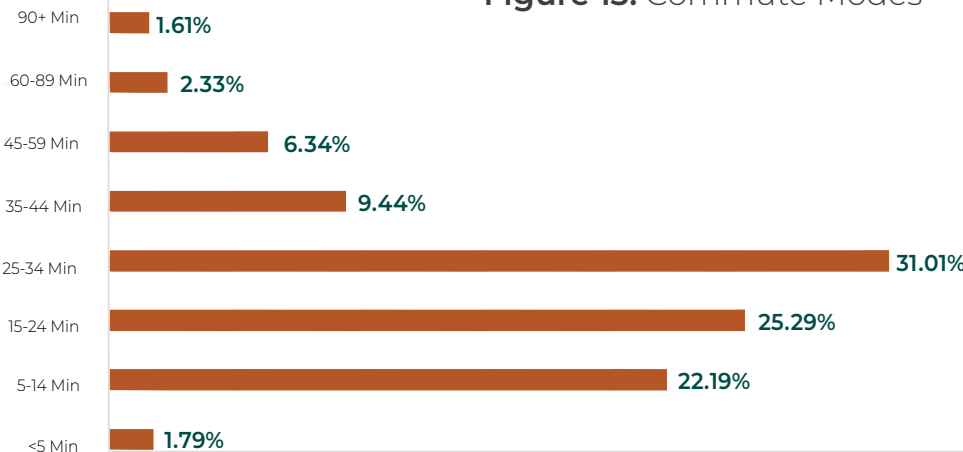


Figure 14. Average Commute Times





POPULATION PROJECTIONS

Population projections estimate the number of people expected to reside in a community over a specific future period. These projections are typically calculated using a combination of historical population trends, birth and death rates, migration patterns, and other forecasts.

Understanding population projections provides significant benefits for decision makers when planning for the future of their community. Accurate forecasts help identify future housing demand; determine infrastructure needs such as roads, water, and sewer systems; and guide the location and scale of schools, parks, and community facilities. They also allow communities to anticipate changes in demographics; such as aging populations or increases in young families, and adjust zoning, land use, and public services accordingly.

The Town has developed its own population projections through 2040, using historical population and household growth from 2015 to 2024 and incorporating expected development and recent trends for near-term forecasts. Estimates of average population per occupied housing unit and occupancy rates are based on Collierville-specific data from the U.S. Census Bureau’s 2019–2023 American Community Survey 5-year estimates.

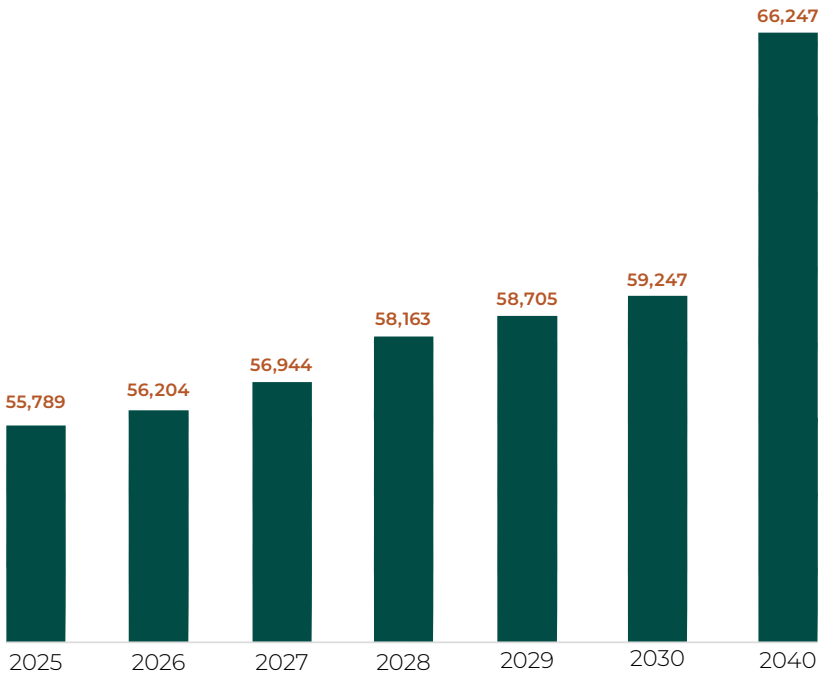


Figure 15. Population Projections

DEMOGRAPHIC TRENDS

Collierville has experienced steady but modest demographic change in recent decades, shaped by both suburban growth and increasing diversity. Since 2010, the Town’s population has grown from just under 44,000 to roughly 54,000 people as of 2024, representing continued but slowing expansion compared with the rapid growth seen in previous decades.

The median age in Collierville is just under 40 years, indicating a relatively established and family-oriented population, with a significant share of residents under 18 (approximately 27%) and a substantial number of older adults (roughly 15% aged 65+). Household characteristics emphasize its family focus, with the average household size being 2.8–2.9 persons, and owner-occupancy rates exceed 80%.

The Town’s racial and ethnic composition has diversified over time, though it remains predominantly White. Around 65% of residents identify as White, with Asian (about 13%) and Black or African American (about 12%) communities forming the largest minority groups. Smaller percentages of residents identify as Hispanic or Latino (around 5%).

Collierville’s demographic profile skews more affluent and highly educated than many surrounding areas, with the median household income exceeding \$130,000, educational attainment is high with a majority holding bachelor’s degrees, and poverty rates remain low (around 3%).

Overall, Collierville’s demographic trends display a mature, prosperous suburban community with moderate population growth, an evolving racial and ethnic mix, and strong indicators of economic and educational attainment.

ECONOMICS

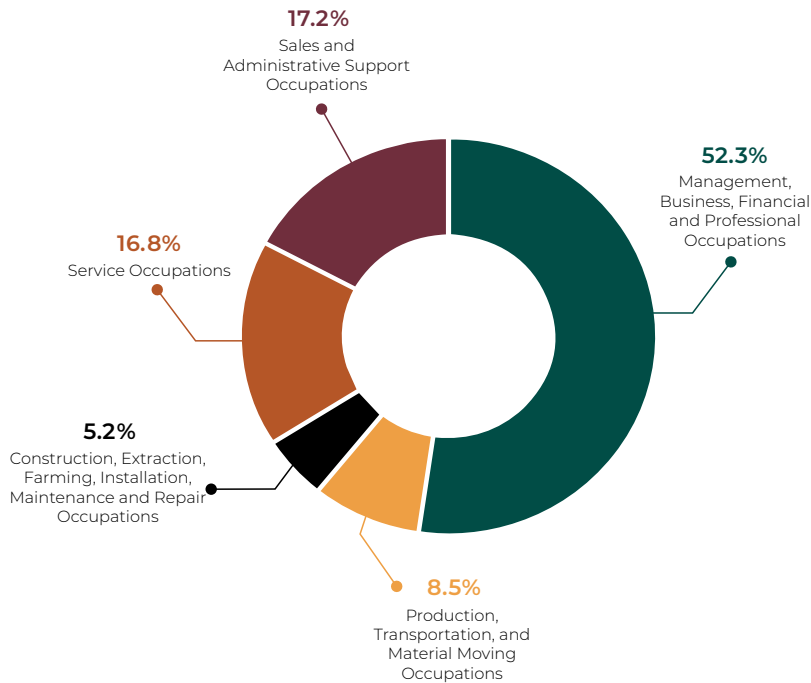


Figure 16. Employment Distribution

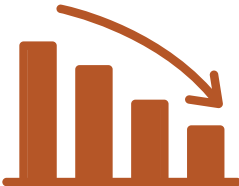
EMPLOYMENT DISTRIBUTION

Collierville’s employment base is largely professional and service-oriented, with management, business, financial, and professional occupations accounting for over half of all jobs (52.3%). This concentration supports economic development strategies focused on office-based and knowledge-driven industries. Sales and administrative support (17.2%) and service occupations (16.8%) also represent significant portions of employment, underscoring the importance of retail, hospitality, healthcare, and business services. Smaller shares of employment in production, transportation, and material moving (8.5%) and construction and skilled trades (5.2%) suggest opportunities to diversify the local economy through targeted workforce development and industry expansion.

Overall, the employment distribution of Collierville supports policies focused on sustaining high-quality employment, expanding sector diversity, through a mix of professional, service, and trade-based industries.



28,000
Jobs within Collierville



3.0%
Town unemployment rate



25 minutes
Average commute time

HISTORICAL AND PROJECTED ECONOMIC DEVELOPMENT

Collierville is a prosperous suburban community within the Memphis region. The Town is strategically positioned between Germantown to the west and the growing community of Piperton to the east. The Town’s population exceeds 51,000 residents, with long term projections showing continued growth to approximately 66,000 residents by 2040. Collierville’s high performing school system continues to attract families seeking a high quality of life. As a result, home prices in the Town are above regional averages. A centerpiece of Collierville’s community identity is the Collierville Town Square, a historic district known for its boutique shops, restaurants, seasonal events, and cultural activities that attract both residents and visitors.

Anchored by major employers such as FedEx, Helena Agri Enterprises, Orgill, Carrier, and MCR Safety, Collierville maintains a diverse economic base. There are approximately 28,000 jobs based in the Town. Despite its major employers, about 80 percent of working residents commute outside Collierville each day, underscoring the Town’s role as a residential hub within the broader regional economy. According to the U.S. Bureau of Labor Statistics, approximately 24,000 residents are employed, with an unemployment rate near 3.0%. Collierville is in the enviable position to selectively use incentives going forward to fill strategic gaps or advance key quality of life projects.

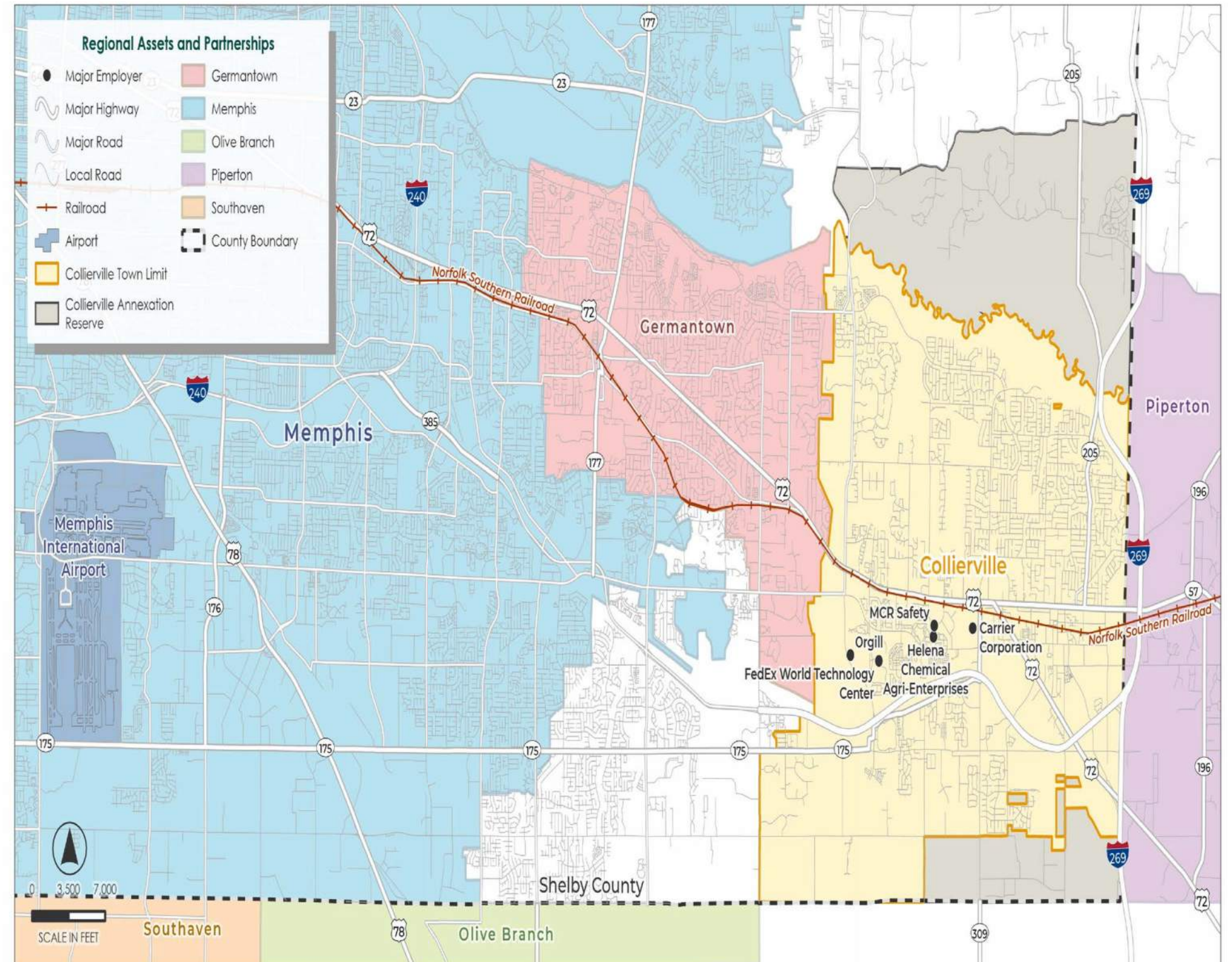
REGIONAL ASSETS AND PARTNERSHIPS

Situated in the southeast corner of Shelby County, Collierville benefits from immediate access to major transportation corridors, including Interstate 269, State Route 385 (Bill Morris Parkway), and U.S. Highway 72, which collectively connect the town to Memphis and the broader region. This transportation network, along with proximity to the Norfolk Southern Intermodal rail yard, Memphis International Airport, and the Mississippi River's inland port system, provides quadmodal connectivity that supports logistics, distribution, and industrial sectors.

In addition to physical infrastructure, Collierville's economy is bolstered by a diverse corporate base and strong employers. The Town is home to major companies such as the FedEx World Tech Center, Helena Chemical Agri-Enterprises, UTC-Carrier, MCR Safety, and Orgill, reflecting a mix of manufacturing, corporate services, and logistics. Its highly educated workforce, high median household income, reputable school system, and quality of life amenities continue to attract investment and support corporate retention and expansion.

Collierville's partnerships with regional economic development and business organizations are vital to advancing community and economic goals. The Collierville Chamber of Commerce plays a central role in fostering business networking, advocacy, and resource sharing for local businesses, offering programs that strengthen the Town's economy. Additionally, Collierville participates in broader collaborative efforts such as the Shelby County Chamber Alliance, working with neighboring chambers in Arlington, Bartlett, Germantown, Lakeland, and Millington to promote economic development along key corridors.

Beyond local networks, Collierville also benefits from engagement with larger regional and state-level entities. The Greater Memphis Chamber and its Economic Development division provide resources for site selection, workforce initiatives, and business attraction that support growth across the Memphis region.



Map 3. Regional Assests and Partnerships

PHYSICAL CHARACTERISTICS

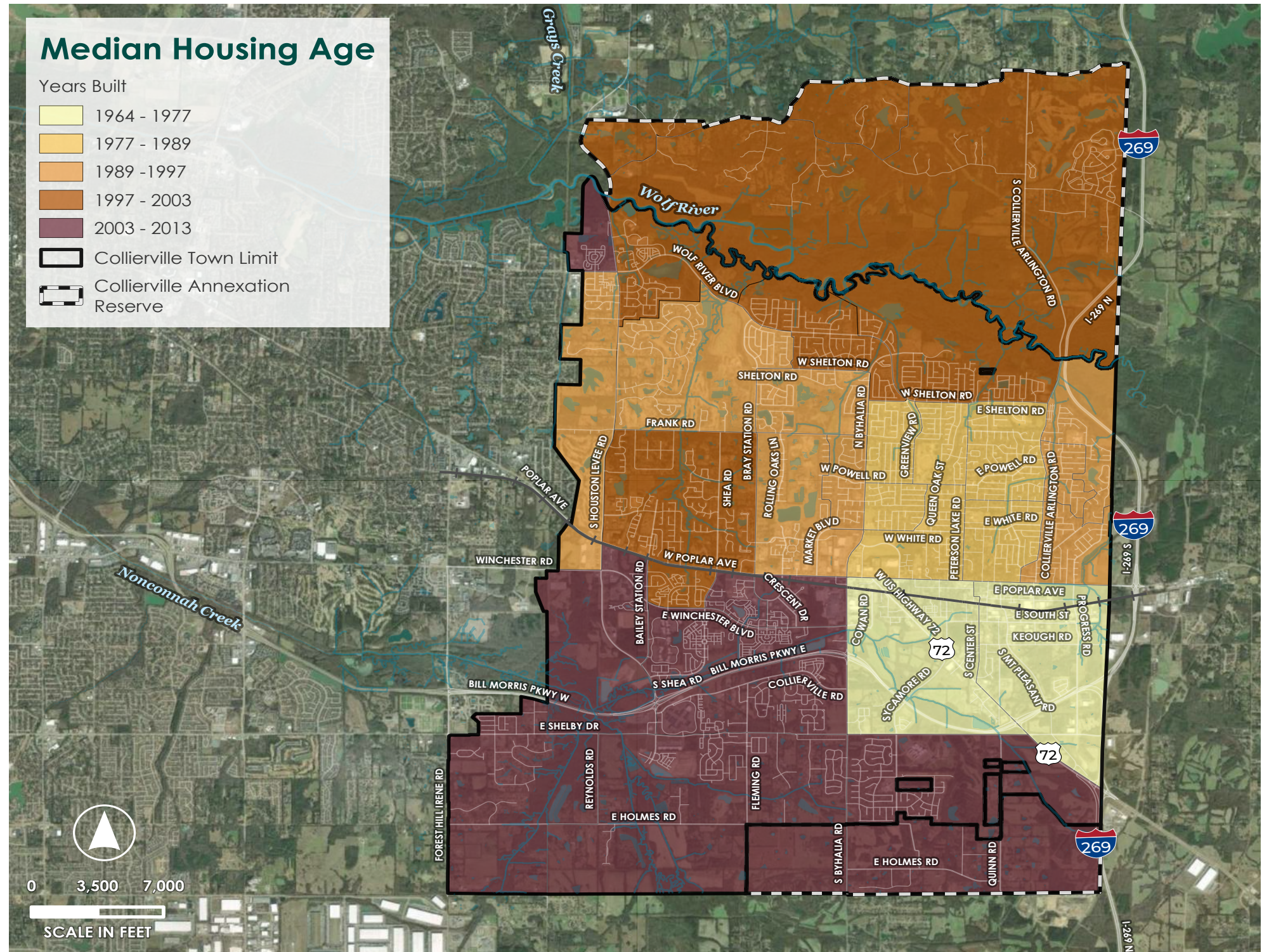
HOUSING

A sufficient supply of quality and attainable housing greatly influences the quality of life for community residents. Chapter 5 will go into greater detail regarding the existing housing and recommendations for future residential development and growth.

Housing in Collierville is characterized by a strong predominance of single-family, detached residential development. Single-family residential uses account for approximately 83% of the Collierville's total land area, reflecting the Town's long-standing development pattern and suburban character. This housing stock has historically met the needs of families seeking low-density neighborhoods, greenspace, and access to schools, parks, and local services, and it continues to define much of Collierville's physical form and community identity.

The housing stock primarily dates from the late 20th century, with notable growth periods during the 1980s and 1990s, and more recent infill and master-planned developments in the 2010s. Infrastructure supporting housing includes paved roads, municipal water and sewer services. Sidewalks, street lighting, and stormwater management systems are prevalent in newer subdivisions, whereas older neighborhoods may have limited pedestrian infrastructure.

A limited amount of stand-alone apartment developments provide some housing variety. In an effort to maintain the existing single-family neighborhood character, the Town permits stand-alone apartments only in locations specifically designated for higher-intensity or mixed-use development and on site previously approved through an adopted plan. Residential units within vertically mixed-use developments, such as townhouses with fee-simple or condominium ownership, are encouraged and do not count toward the Town's cap on stand-alone apartment units.



Map 4. Median Housing Age

TRANSPORTATION

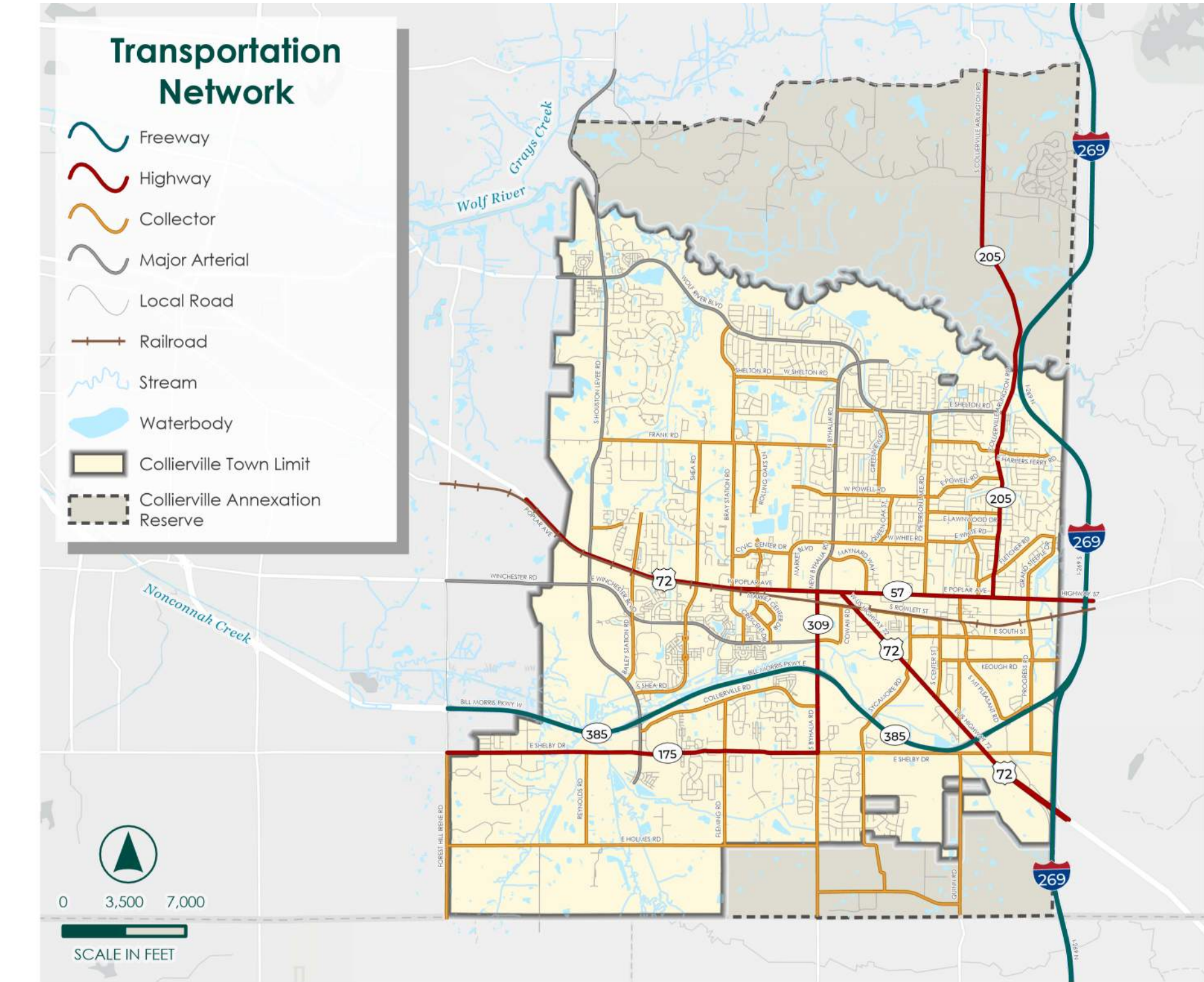
Personal vehicles are the primary mode of transportation in Collierville, consistent with the Town’s development pattern and the broader metropolitan area. Daily travel centers on several key corridors. Poplar Avenue and US Highway 72 serve as the main east-west routes, while State Route 385 provides regional connections. Additional east-west movement is supported by Winchester Road, Wolf River Boulevard, Shelby Drive, and East Holmes Road. Houston Levee Road, Byhalia Road, and Collierville-Arlington Road provide important north-south links connecting neighborhoods to schools, jobs, and commercial areas.

Limited crossings over the Wolf River and the Norfolk Southern rail line concentrate traffic onto a small number of north-south corridors, leading to recurring congestion during peak periods. These constraints, along with at-grade rail crossings, create travel bottlenecks where turning movements are difficult and queues build quickly.

Poplar Avenue functions as the Town’s primary commercial corridor and reflects a suburban development pattern with frequent commercial access points. In some areas, the roadway expands to seven undivided lanes. While this design provides direct access to businesses, it also increases turning movements and driveway activity, slowing through traffic and raising crash risk due to numerous conflict points.

The separation of housing from retail, services, and employment means many short daily trips are made by car, placing pressure on a limited number of arterial roads. Along older corridors, closely spaced driveways and intersections combined with higher operating speeds create conditions that are uncomfortable for drivers and pedestrians and contribute to operational challenges.

Residents prioritize maintaining a safe and efficient roadway network for vehicles, while also expressing strong interest in safer, more connected options for walking and biking. Desired improvements include continuous sidewalks, clearly marked crossings, and bicycle facilities that are comfortable for a wide range of users. Sidewalks and neighborhood trail connections strengthen the off-street network, supporting recreation today while positioning the system to accommodate more everyday travel over time.



Map 5. Transportation Network

URBAN DESIGN AND CHARACTER

Collierville's urban design and community character are strongly rooted in its historic core, which continues to serve as a physical and symbolic center of the Town. Downtown Collierville contains both a National Register historic district and a locally designated historic district, encompassing commercial, civic, institutional, and residential resources. The historic Town Square, in particular, remains a defining element of Collierville's identity, emphasizing walkability and a strong sense of place.

The National Register historic district is recognized for its significance in community planning and architecture, representing a well-preserved example of small-town development in West Tennessee during the nineteenth and twentieth centuries. The locally designated historic district, established to extend preservation protections beyond the boundaries of the National Register district, established to protect the historic character and architecture. Through local design standards and review processes, change within these areas occurs in a manner that respects historic character while allowing buildings and spaces to remain active.

Beyond the historic core, Collierville's growth since the mid-twentieth century has largely taken the form of low-density, suburban residential development. Neighborhoods developed during this period are typically characterized by single-family homes on generously sized lots, curvilinear streets, and culs-de-sac. Over the past several decades, the Town has become widely recognized for the quality of its residential housing stock, with attention to architectural detail, landscaping, and long-term neighborhood stability contributing to strong property values and a high quality of life.

More recent development trends reflect an increasing interest in blending traditional design principles with modern needs. A greater mix of housing types and land uses, including limited live-above residential units and pedestrian-oriented commercial areas, have been emphasized in more recent years. These patterns reflect the historic development form found in Downtown Collierville, where residential neighborhoods and commercial activity are closely integrated.



Collierville's Historic Town Square

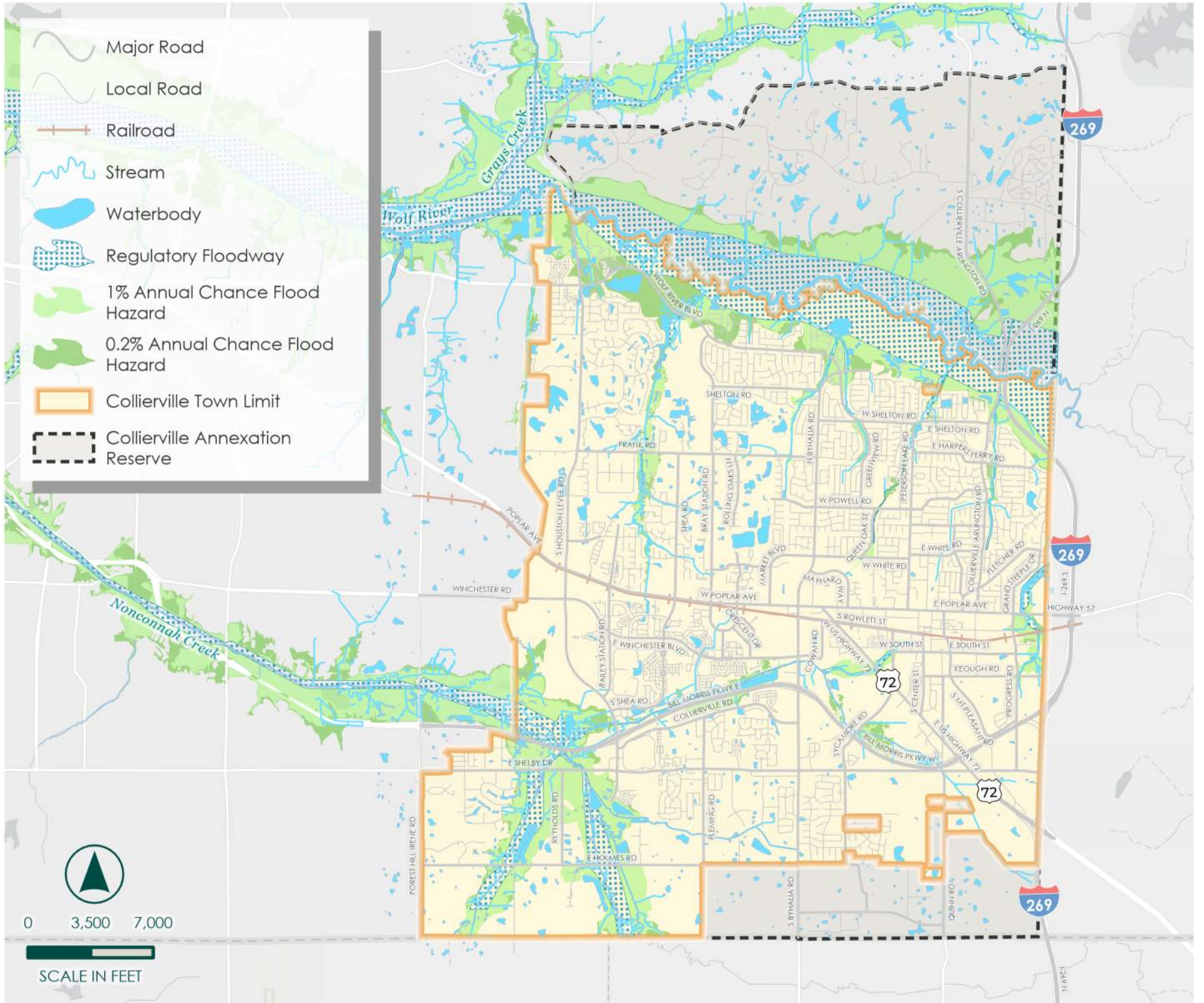
NATURAL FEATURES

Collierville's natural features have played a defining role in shaping the Town's history, landscape character, and quality of life. Located along the eastern edge of the Memphis metropolitan area, Collierville is characterized by gently rolling terrain, fertile soils, and an interconnected system of streams and woodlands. These features reflect the Town's transition from an agrarian landscape to a growing suburban town, while still retaining many of the environmental assets that contribute to its small-town identity and scenic appeal.

The Town lies within the Wolf River watershed, with numerous tributaries and drainage corridors crossing through residential neighborhoods, parks, and undeveloped lands. These waterways perform essential ecological functions, including stormwater conveyance, flood mitigation, and habitat support, while also presenting opportunities for greenway connections and passive recreation. Floodplains associated with these streams represent both a natural constraint to development and a valuable resource for open space preservation.

Parks, greenways, and natural open spaces further enhance Collierville's environmental assets and provide opportunities for recreation and conservation. The Town's park system includes hundreds of acres of parkland, much of which is preserved in natural conditions, along with an extensive and expanding greenbelt trail network. These greenways often follow stream corridors and floodplain areas, reinforcing the relationship between recreation, open space, and natural systems.

As Collierville continues to grow and evolve, its natural features should be viewed as integral components of long-term community planning. Protecting waterways, managing flood-prone areas, and conserving significant landscapes can support sustainable development, reduce infrastructure costs, and enhance residents' connection to the natural environment.



Map 6. Natural Features

DEVELOPMENT OPPORTUNITIES

As a largely developed community (approximately 2,980 acres of vacant land), Collierville's development opportunities are increasingly focused on strategic infill, targeted reinvestment, and preservation, rather than outward expansion. The opportunities identified below reflect the Town's preference for high-quality growth that enhances quality of life while respecting established neighborhoods and natural systems.

Greenspace and Trail Connectivity

The Town is home to an extensive system of greenbelts and infrastructure, particularly along the Wolf River and its tributaries, forming a continuous east-west route through Collierville. Green corridors should be preserved as permanent open space and leveraged to expand a connected network of multi-use trails linking neighborhoods, parks, schools, and civic areas. Development adjacent to green corridors should be designed to minimize environmental impacts and provide public access where appropriate.

Mixed Use Activity Centers

The Future Land Use Map identifies several Mixed-Use Activity Centers and smaller Retail Activity Centers that can support limited mixed-use development at appropriate locations. These areas offer opportunities to provide housing variety, neighborhood-serving retail, and employment within walkable settings. Mixed-use development should remain limited in scale and be carefully designed to respect Collierville's suburban and small-town character. Emphasis should be placed on pedestrian connectivity, internal circulation, and transitions to surrounding neighborhoods.

Downtown Core Enhancement

The Downtown Core remains the civic and cultural heart of Collierville and is a focal point of the Town's history. Continued reinvestment offers opportunities to strengthen its role as a community gathering place. Opportunities include adaptive reuse, upper-story residential, streetscape improvements, and connections to surrounding neighborhoods. Downtown growth should emphasize preservation and enhancement rather than expansion.

Commercial Corridor Infill

Suburban Commercial and Mixed-Use Activity Center designations along Poplar Avenue and other major corridors indicate opportunities for reinvestment and infill development within already-developed areas. These corridors serve as Collierville's primary locations for retail, services, and employment. Infill development should prioritize underutilized parcels, aging commercial centers, and large surface parking areas. Redevelopment should improve site design, access management, and landscaping while maintaining compatibility with adjacent residential neighborhoods.

Conservation of Rural and Low-Density Residential Areas

Agriculture and Low-Density Residential designations at the edges of the Town provide opportunities to maintain a gradual transition from suburban development to lower-density, rural character. These areas should accommodate very limited growth that preserves open space, natural features, and large-lot development patterns. These areas serve as long-term buffers that help define Collierville's edges and community identity.



EXISTING PLANS

COLLIERVILLE COMPRHENSIVE PLAN (2003)

The Town last undertook a Comprehensive Planning effort in 2003 with the completion of the Town of Collierville Comprehensive Plan, projected out to the year 2013. The process focused on establishing a long-range vision for the community and identifying key issues and opportunities shaping the Town's future.

The planning effort was led primarily by the Board of Mayor and Aldermen, with participation from the Planning Commission, Design Review Commission, and other community stakeholders.

I-269 SMALL AREA PLAN (2009)

The I-269 Small Area Plan was initiated in response to community concerns regarding the potential impacts of the planned I-269 corridor, particularly the quality and character of development anticipated along Highway 72.

Covering 1,529 acres in the southeastern part of the Town, the area is a key regional gateway served by SR-385, Highway 72, and I-269. The Plan promotes coordinated, high-quality development, including mixed-use centers, walkable commercial and office areas, and sustainable neighborhoods.

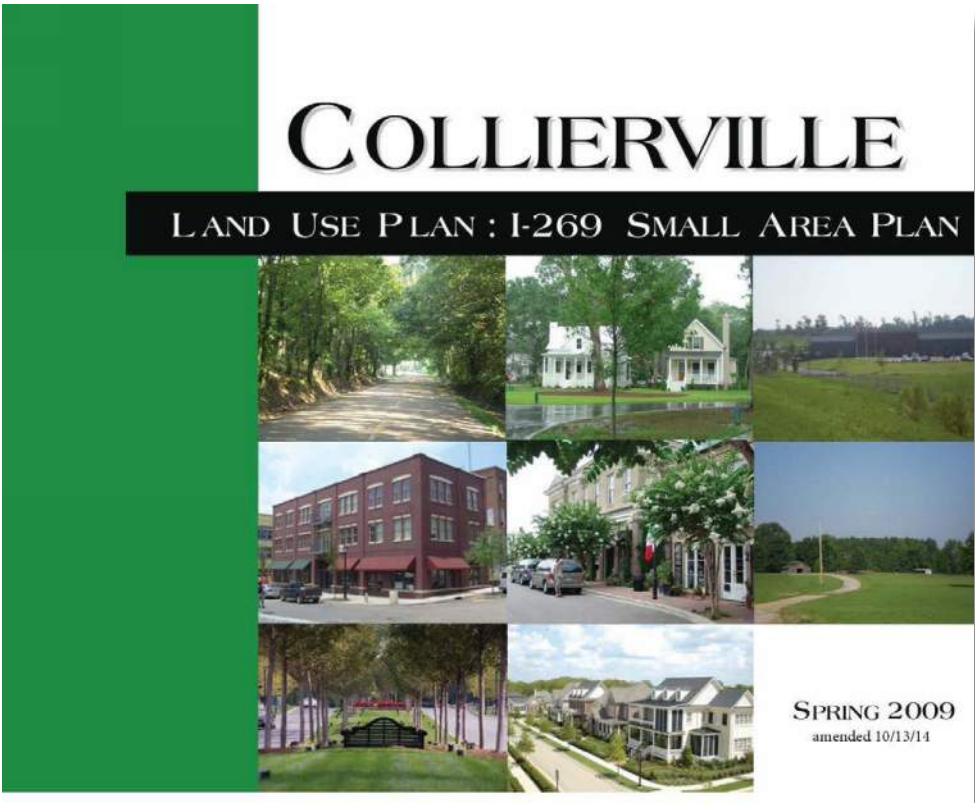
DOWNTOWN SMALL AREA PLAN (2010)

The Downtown Collierville Small Area Plan provides a long-term vision for the Heart of Downtown, surrounding neighborhoods, and gateway areas, guiding public and private decision-making on development, redevelopment, and infrastrucure.

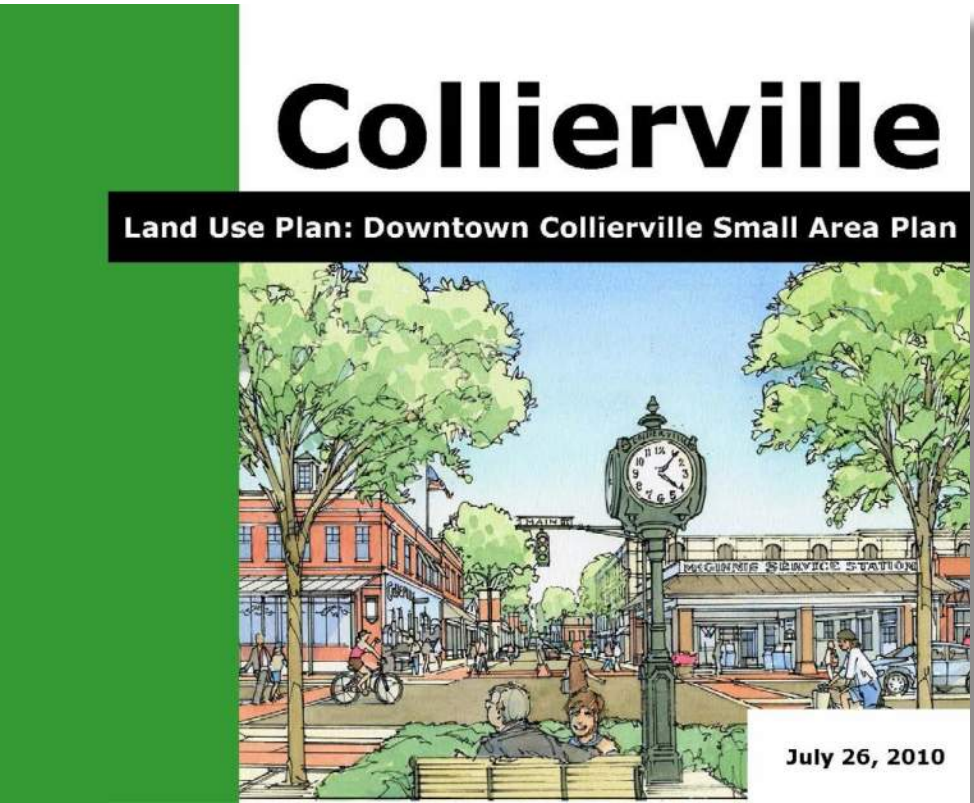
By providing a framework for consistent, high-quality development, the Plan seeks to maintain Downtown Collierville's historic character, ensure economic growth, and strengthen its role as a central gathering space for the Town's residents and visitors.

Town photo needed

Comprehensive Plan



I-269 Small Area Plan



Downtown Small Area Plan

COLLIERVILLE 2040 LAND USE PLAN (2012)

Collierville 2040 is an update to the Town's 2001 Land Use Plan and serves as a long-term blueprint for growth, development, and community character. As the Town's adopted guide for future land use, it provides a framework to support coordinated development that promotes public health, safety, prosperity, and overall quality of life.

The Plan establishes the Town's vision for development patterns, design quality, and land use priorities, guiding decisions on zoning, subdivisions, and redevelopment. By providing clear policy direction, this Plan helps support growth is managed thoughtfully and community character is preserved.

GREENBELT MASTER PLAN UPDATE (2006)

The Greenbelt Master Plan was developed for a 60-mile greenway to support recreation, preserve scenic character, and protect natural resources. The final plan provided design guidelines to guide Town staff, residents, and developers.

In 2006, the Town updated its Greenbelt Master Plan to reflect evolving community needs and conditions. The plan outlines the locations of existing and proposed greenbelt routes, specifies route types and dimensional standards, establishes trail design guidelines, and highlights key destinations such as parks and school to be connected by the system.

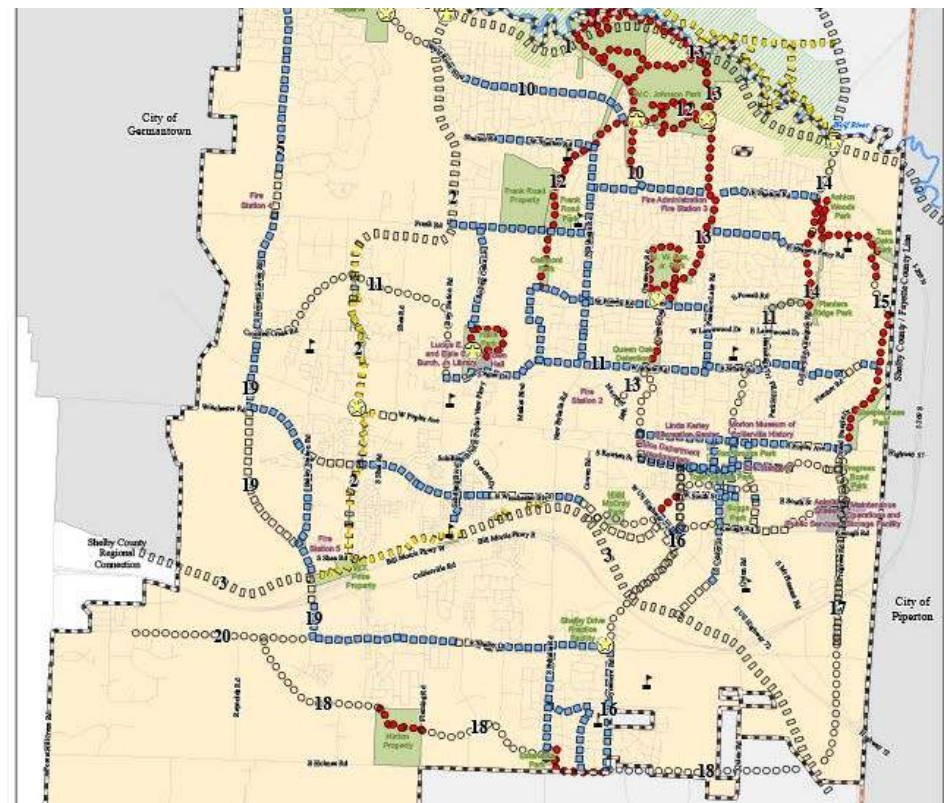
MAJOR ROAD PLAN (2025)

The Major Road Plan (MRP) guides the long-term development of Collierville's transportation system. It classifies existing and future streets based on their function, surrounding land uses, and traffic capacity, with design standards varying by classification.

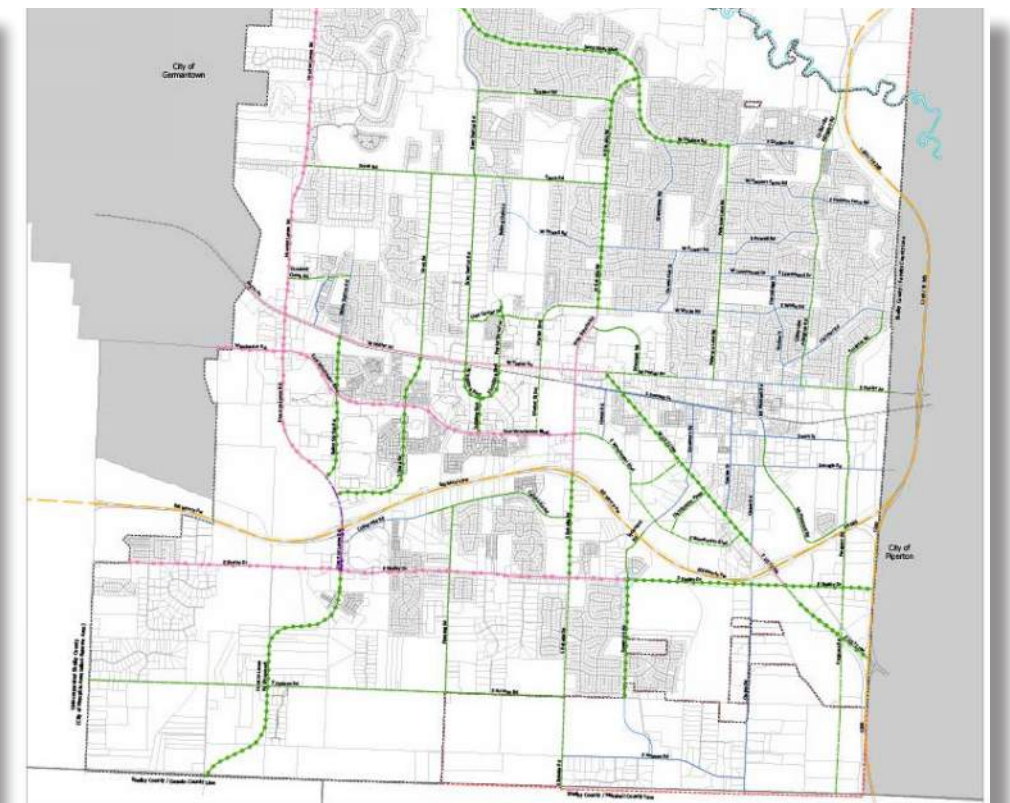
Primarily urban in character, the plan identifies the general location and extent of public rights-of-way and outlines potential roadway improvements such as extensions, widenings, or changes in use to support growth. The MRP also aligns locally important roadways with regionally significant corridors by coordinating with the Memphis Metropolitan Planning Organization.



2040 Land Use Plan



Greenbelt Master Plan



Major Road Plan Map