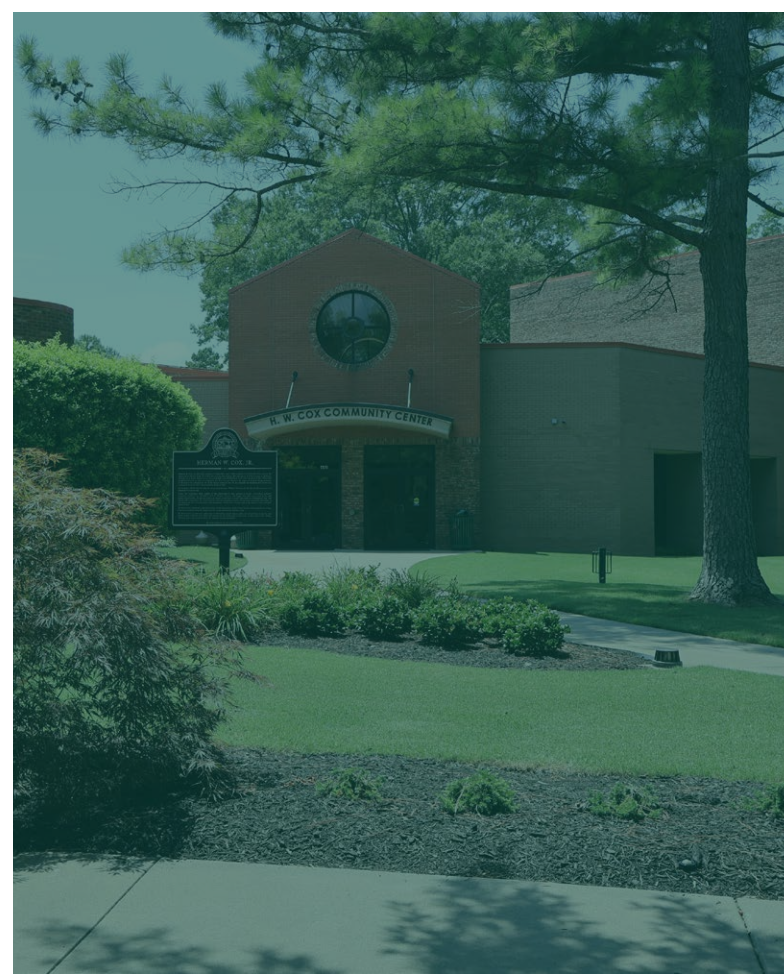
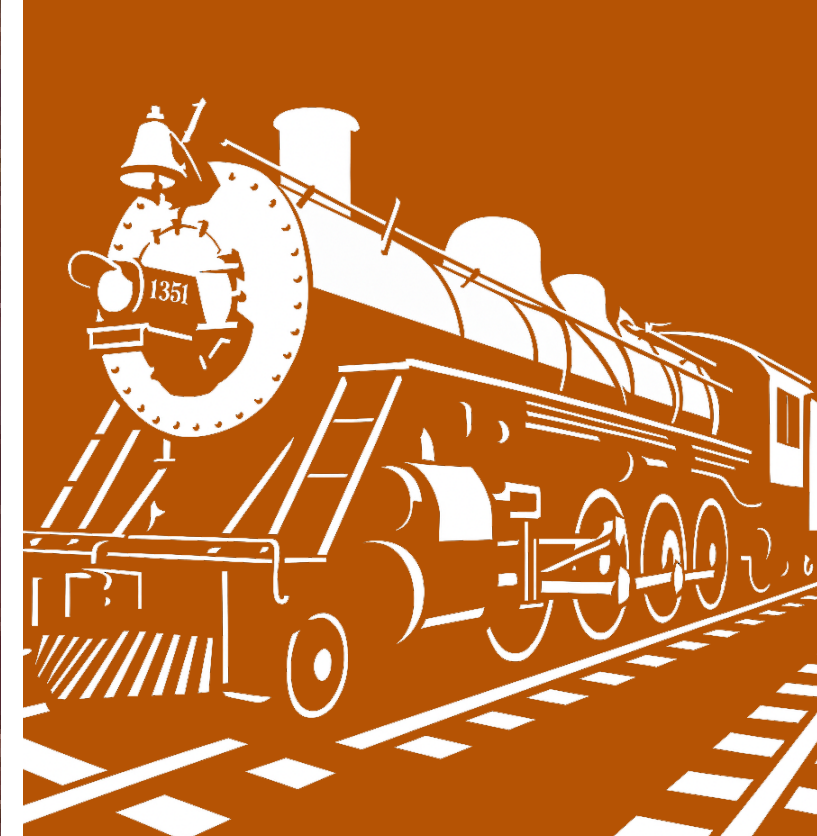
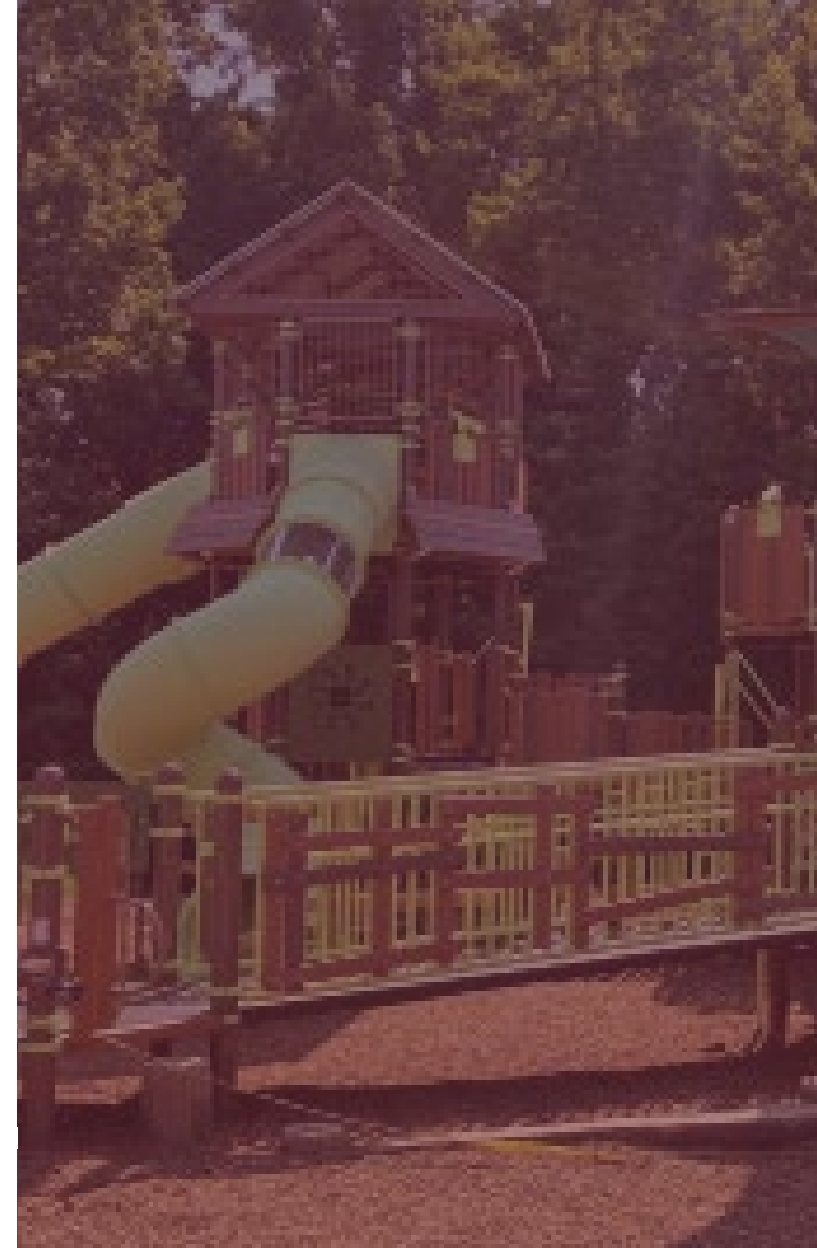




5 HOUSING & NEIGHBORHOODS

The Housing and Neighborhoods Chapter provides an overview of Collierville's existing housing conditions, emerging trends, and future housing needs, and establishes a framework for supporting well-designed, complete, and resilient neighborhoods. The chapter includes a summary of community engagement findings and key themes heard from residents and stakeholders. The chapter also examines existing housing conditions and recent development patterns. Building on this foundation, the chapter explores the concept of neighborhood completeness, focusing on housing diversity, walkability and access to services and amenities, and social connection within neighborhoods. Finally, the chapter evaluates future housing demand through the lens of growth, demographic change, and market conditions, and identifies opportunities for infill development. Together, these sections inform the goals and policies that guide Collierville's approach to providing a range of housing options while maintaining strong, connected, and livable neighborhoods.

Housing influences not only where people live, but also how they experience the Town on a daily basis, shaping neighborhood character, access to services, opportunities for mobility, and long-term community stability. This chapter builds on those foundations by examining existing housing conditions and establishing a framework to guide future residential growth in a way that supports both community character and evolving housing needs.

Housing in Collierville is defined by a strong predominance of single-family detached neighborhoods, which comprise approximately 78% of the Town's housing stock. This development pattern reflects decades of suburban growth and has helped shape the Town's identity. While this housing form will continue to play a central role in the community, changing demographic, economic, and lifestyle trends are creating increased demand for a wider range of housing types and price points.

Looking forward, this chapter emphasizes the importance of broadening housing choice while preserving the qualities that make existing neighborhoods desirable. A key focus is encouraging greater housing diversity, including missing middle housing types such as duplexes, triplexes, quadplexes, and townhomes, as well as context-sensitive small-lot detached housing. Expanding these options can help provide housing for a wider range of households, including young professionals, families at different income levels, and seniors seeking to downsize while remaining in the community.

Housing attainability and affordability are also critical considerations. Providing residents across a range of income levels the ability to live in the community

supports workforce stability, economic resilience, and future growth. A broader mix of housing types and densities can help moderate housing costs while providing options that better align with household needs at different life stages.

Finally, this chapter reinforces the concept of complete neighborhoods as a guiding framework for future development. Complete neighborhoods are places where housing is integrated with everyday needs such as parks, schools, services, and social spaces, ideally within a connected and walkable environment. Together, these strategies aim to support thoughtful growth that respects existing neighborhood character while creating more diverse and accessible residential communities.

WHAT WE HEARD

23 
votes for single family housing
 received the most support when participants were asked which housing types they would like to see more of in Collierville.

16 
votes for mixed use development
 the second-most supported housing option, indicating interest in housing incorporated walkable, mixed use developments.

11 
votes for senior living facilities
 received notable support, reflecting interest in housing that allows residents to remain in Collierville as they age.

#1
mixed use housing
 received the most votes when participants were asked which housing types were missing in Collierville.

KEY TAKEAWAYS



PRESERVE NEIGHBORHOOD CHARACTER

Residents value Collierville's established neighborhoods and want new housing to complement the Town's existing character.



EXPAND HOUSING CHOICE - AT THE RIGHT SCALE

There is support for additional housing choices, particularly smaller single family housing, senior housing, townhomes/duplexes, and housing incorporated into mixed use developments



ADDRESS HOUSING ATTAINABILITY

Affordability emerged as a central concern, particularly for first-time buyers, young families, and seniors. Participants noted rising home prices and the difficulty of finding smaller, more attainable homes.



SUPPORT AGING IN PLACE

Participants expressed interest in smaller, single-level, accessible, and affordable senior housing that would allow residents to remain in Collierville as their needs change.



INTEGRATE HOUSING WITH COMPLETE NEIGHBORHOODS

Support continued growth that is intentional, well-planned, and compatible with community character and infrastructure.

“ We need more smaller, affordable homes for young families and first-time so our teachers, first responders, and young professionals can live here. **”**

“ I would like to see more senior housing options - smaller, single-level homes or cottages - so we can stay in Collierville as we get older. **”**

“ I'm supportive of thoughtfully-designed mixed-use housing that is walkable and close to shops and services, but I do not want to see more standalone apartments. **”**

EXISTING HOUSING

HOUSING TYPES

Collierville’s housing stock is characterized by a strong predominance of single-family detached homes, which account for approximately 78% of all housing units in the Town and surrounding Reserve Area. Stand-alone apartments comprise the second-largest housing type, accounting for roughly 14% of all units, while townhomes, triplexes, quadplexes, and duplexes collectively represent less than four percent of the housing stock. Assisted living facilities, independent living communities, congregate care facilities, and nursing homes provide additional housing options for older adults and individuals with specialized care needs.

This housing mix reflects Collierville’s long-standing development pattern and suburban character, which has historically emphasized lower-density residential neighborhoods. While this housing inventory continues to meet the needs of many households, the limited supply of housing types between single-family homes and apartments highlights opportunities to broaden housing choice in the future. Expanding options such as



townhomes, duplexes, small-lot detached homes, and other missing middle housing types can help accommodate residents at different stages of life, support aging in place, improve housing attainability, and create more complete neighborhoods while preserving the character of established residential areas.

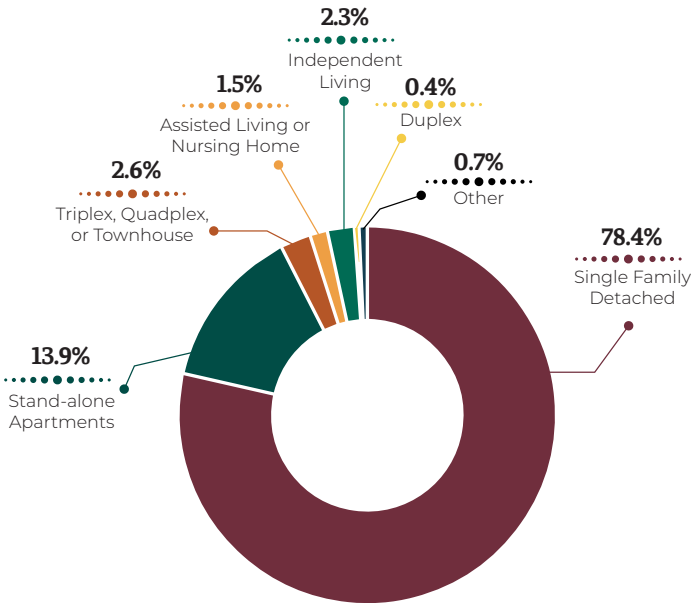


Figure 1. Housing Types

HOUSING TENURE

Housing tenure describes whether a housing unit is occupied by its owner or by a renter and provides insight into the composition of a community’s housing market. Approximately 80% of occupied housing units in Collierville are owner-occupied, while 19% were renter-occupied. Additionally, approximately 4.7% of all housing units were vacant. This ownership rate is significantly higher than state and national averages and reflects Collierville’s emphasis on single-family detached neighborhoods and homeownership opportunities.

A high rate of homeownership can contribute to neighborhood stability, long-term investment in properties, and a strong sense of community identity. At the same time, a healthy housing market benefits from a mix of ownership and rental opportunities that can serve residents at different

stages of life and income levels. Rental housing provides flexibility for young adults entering the housing market, employees relocating to the area, households saving to purchase a home, and older adults seeking to downsize. Maintaining a balanced supply of both ownership and rental housing will help Collierville remain an attractive and accessible community for current and future residents.

The relatively low vacancy rate further indicates strong demand for housing within the community. While low vacancy rates can be a sign of a healthy housing market, they may also limit housing availability and contribute to rising housing costs over time. As Collierville continues to grow, expanding housing choice through a broader range of housing types and tenure options can help improve housing attainability while supporting the Town’s goals for neighborhood character and economic vitality.

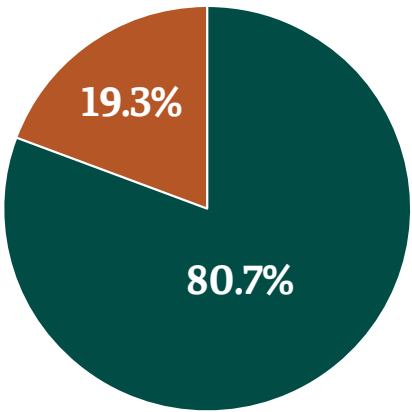


Figure 2. Housing Tenure

Owner Occupied Renter Occupied

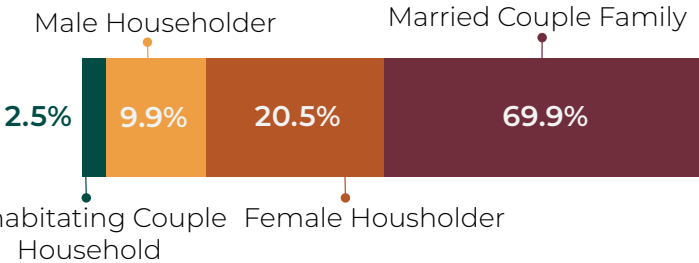


Figure 3. Household Composition



HOUSING AGE & CONDITION

The age of a community's housing stock can provide valuable insight into its development history, neighborhood character, and future housing needs. According to the 2019–2023 American Community Survey estimates, the median year of construction for homes in Collierville is 1997, making the Town's housing stock significantly newer than both Shelby County, where the median year built is 1977, and the State of Tennessee, where the median year built is 1986. This relatively young housing inventory reflects Collierville's substantial residential growth during the late twentieth and early twenty-first centuries and contributes to the Town's well-maintained suburban character.

Much of Collierville's housing was constructed between 1980 and 2009, with nearly 71% of all homes built during that thirty-year period. The largest share of housing was developed during the 1990s, when almost 30% of the Town's current housing stock was constructed, followed by approximately 26% built between 2000 and 2009. More recent development has continued to add new housing options, while a smaller share of homes predates 1980. As a result, many neighborhoods benefit from relatively modern construction standards, infrastructure, and housing design when compared to older communities throughout the region.

While the overall condition of the housing stock is generally strong, the aging of neighborhoods built during the Town's peak growth decades will create new opportunities and challenges in the coming years. Homes constructed in the 1980s, 1990s, and early 2000s are increasingly reaching an age where reinvestment, maintenance, and modernization may be needed to preserve their long-term value and desirability.

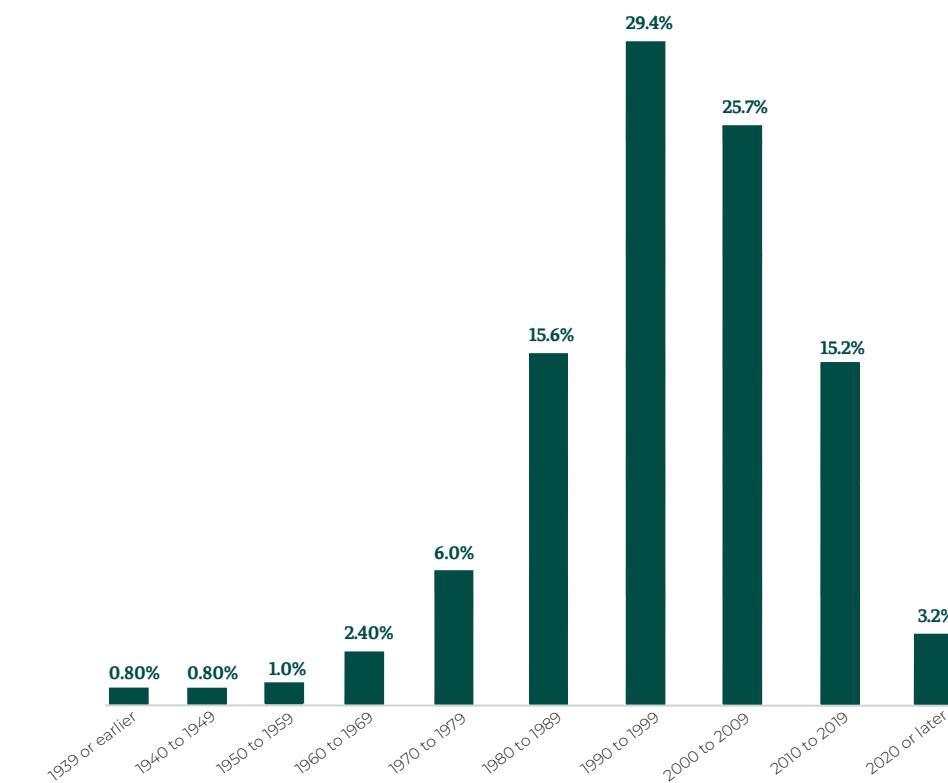


Figure 5. Year Housing Built

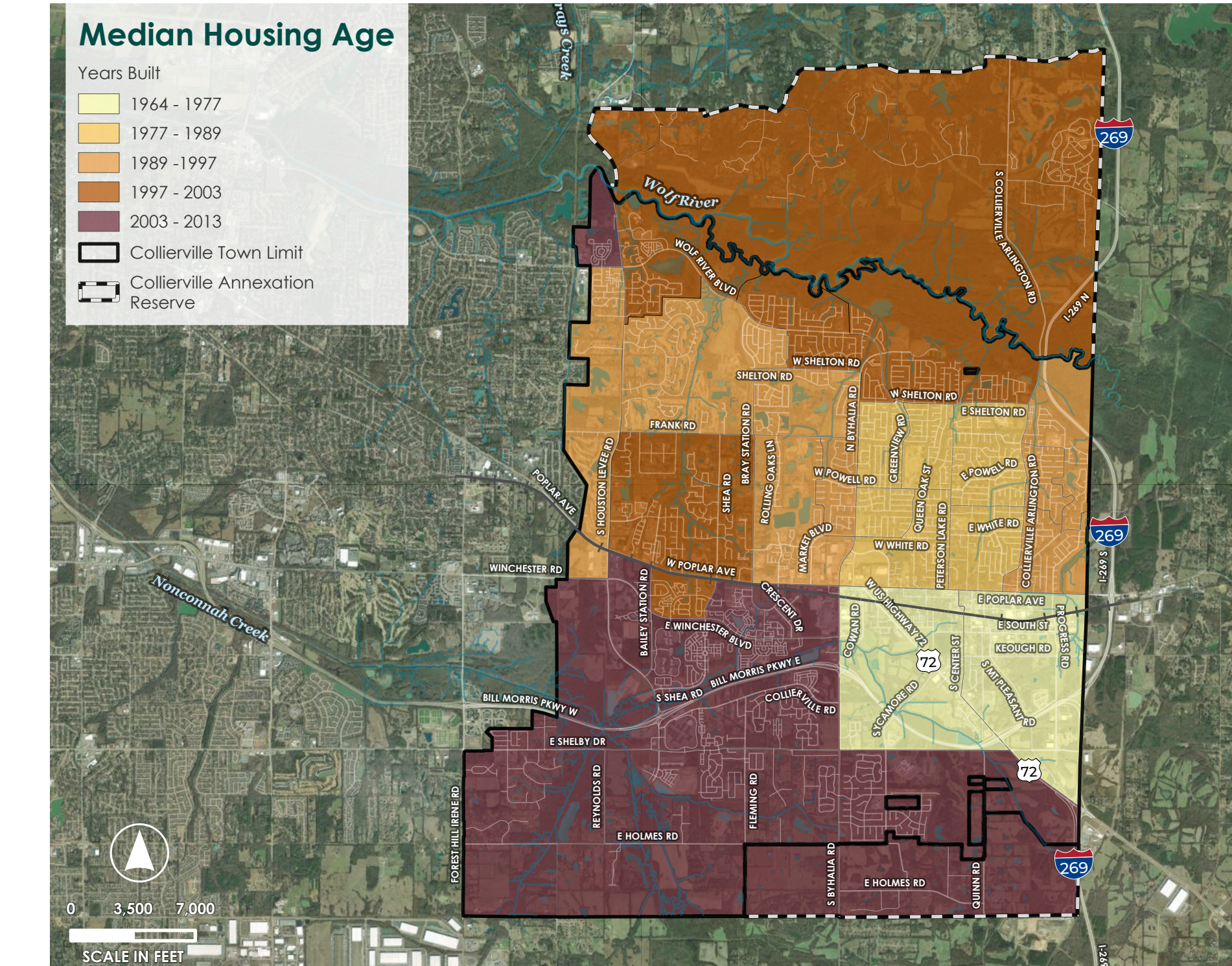


The Median Housing Age map illustrates the general pattern of residential development across Collierville by depicting the median year homes were constructed within different areas of the community. The map reveals a clear progression of growth over time, with older housing concentrated in the central and eastern portions of the Town and newer residential development occurring primarily in the southern areas. Neighborhoods built between 1964 and 1989 are generally located near the historic core and along established transportation corridors, reflecting the Town's early suburban expansion.

Housing constructed after 2003 is concentrated south of Winchester Boulevard and Bill Morris Parkway (SR-385), where large-scale residential subdivisions have developed in recent decades. Areas north of Wolf River Boulevard generally contain housing built between 1997 and 2003, illustrating a period of significant residential growth that expanded the Town's northern limits. Overall, the map demonstrates how Collierville's development has gradually expanded outward from its historic center, with newer housing stock located along the community's southern and northern edges. This pattern highlights both the maturity of many established neighborhoods and the continued residential growth that has shaped the Town over the past several decades.



Figure 6. Median Year Structure Built



Map 2. Median Housing Age

HOUSING COST

Housing costs play an important role in shaping who can live and remain in a community. The average home value in Collierville is approximately \$502,864, which is significantly higher than both the Shelby County average of \$339,188 and the Tennessee average of \$400,528. Similarly, the median monthly rent in Collierville is approximately \$1,583, compared to \$1,069 in Shelby County and \$1,071 statewide.

While strong home values and rental rates are indicators of a healthy and desirable housing market, they can also create challenges for current and prospective residents. Rising housing costs may make it more difficult for first-time homebuyers, young families, workforce households, and older adults on fixed incomes to find housing that meets their needs and budget. Higher housing costs can also affect employers' ability to attract and retain workers, particularly those in essential services, education, healthcare, and public safety professions. As housing costs continue to increase, the availability of a broader range of housing options becomes increasingly important to maintaining housing attainability and supporting a diverse population.

Expanding housing choice through a variety of housing types, price points, and ownership and rental opportunities can help address these challenges while preserving the qualities that make Collierville an attractive place to live. Housing options such as townhomes, small-lot detached homes, accessory dwelling units, and other missing middle housing types can provide opportunities for residents to enter the housing market, downsize within the community, or remain in Collierville through different stages of life.



Figure 7. Average Home Price (2025)

What is Attainable Housing?

Attainable housing refers to housing options that are financially within reach for households across a range of incomes and life stages while meeting their needs for size, location, and housing type. In Collierville, attainable housing does not refer to a single housing type or development model. Rather, it means providing a broader range of ownership and rental opportunities that allow young adults, families, workforce households, seniors, and other residents to find suitable housing within the community.

Attainable housing in Collierville may include townhomes, cottages, smaller-lot detached homes, accessory dwelling units (ADUs), senior housing, and other compatible missing-middle housing types, in addition to appropriately priced traditional single-family and rental options. Providing a greater variety of housing sizes, types, and price points can create more opportunities for residents to enter the housing market, remain in Collierville as their needs change, downsize, or age in place while maintaining the character and quality of the Town's neighborhoods.

NEW CONSTRUCTION & DEVELOPMENT TRENDS

Recent residential development trends in Collierville reflect both sustained housing demand and a changing mix of housing types. Since 2016, the Town has issued permits for approximately 3,675 new dwelling units, including single-family homes, townhomes, apartments, condominiums, and senior housing. Single-family detached homes have remained the dominant form of new construction, accounting for 1,812 units during this period. However, recent years have also seen increased activity in horizontally attached housing and multifamily development, particularly through apartment and condominium projects.

The pace of residential construction has fluctuated over the past decade. Annual residential construction permits peaked at 511 units in 2020 and remained relatively strong in several subsequent years, including 482 units in 2023 and 338 units in 2024. By comparison, 2025 saw a notable slowdown, with only 106 total housing permits issued, the lowest annual total since 2011.

Looking ahead, several approved multifamily projects are expected to increase overall housing production. If these projects proceed as scheduled, total housing starts in 2026 could exceed the recent annual average and represent the second-highest year of residential production since 2020. The evolving mix of development suggests that Collierville is gradually expanding beyond its traditional single-family growth pattern and adding a broader range of housing options to meet changing community needs.

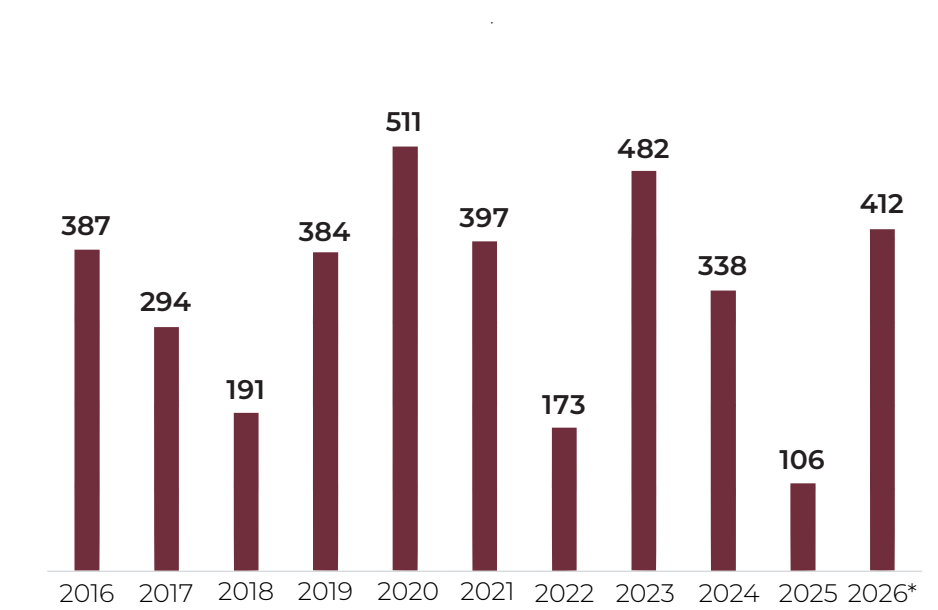


Figure 8. Residential Building Permits Issued By Year
*Projected Permits



NEIGHBORHOOD COMPLETENESS

A complete neighborhood provides residents with convenient access to the housing, services, amenities, and community spaces needed to support daily life. While housing is a fundamental component of every neighborhood, the quality and functionality of a neighborhood are also shaped by its access to parks and open spaces, schools, commercial services, civic facilities, transportation options, and gathering places. As Collierville continues to evolve, neighborhood completeness will play an increasingly important role in supporting residents through all stages of life. Complete neighborhoods provide opportunities for residents to remain in their community as their housing needs change, whether they are young professionals, growing families, or older adults seeking to age in place. Access to a variety of housing options, nearby services, recreational opportunities, and safe transportation connections can reduce transportation burdens and strengthen long-term neighborhood stability.

Planning for neighborhood completeness also supports the Town’s broader goals of preserving community character while accommodating future growth. By encouraging development patterns that integrate housing with neighborhood-serving amenities and services, Collierville can create places where residents have greater access to everyday destinations and opportunities. Investments in transportation connectivity, housing diversity, and public spaces can help support existing and future neighborhoods remain attractive, livable, and responsive to the needs of current and future residents.

The following sections evaluate key components of neighborhood completeness in Collierville, including housing variety, neighborhood mobility, access to services and opportunities, and public spaces and amenities. Together, these factors help shape the overall livability of neighborhoods and identify opportunities to enhance quality of life throughout Collierville.



HOUSING DIVERSITY

Small-Lot Detached Housing

Allowing small-lot detached housing options (single-family homes built on smaller-than-average lots that increase housing density while still offering homeowners the benefits of a detached residence) can help promote infill development, especially in the older areas of Collierville and existing nonresidential areas, and provide more housing options. Additionally, allowing small-lot detached homes will provide affordable options for young families and professionals. Updating the zoning regulations, as needed, could enable detached housing on smaller lots while maintaining balance with larger or estate-sized lots.

Missing Middle Housing

Another way to meet Collierville’s housing needs while reducing reliance on greenfield development for new growth includes allowing appropriate Missing Middle Housing types. “Missing Middle Housing” is a term that describes a range of housing types, including small single-family residential, duplexes, and small-scale multi-unit buildings that complement single-family neighborhoods. These housing types can expand the range of attainable housing opportunities available to people in different phases of the housing cycle, including young families, young professionals, empty nesters, and older adults.

Missing middle housing products provide an easier path to embracing the small-town character emphasized by so many in Collierville, while simultaneously meeting the Town’s changing housing needs. Integrating missing middle into existing neighborhoods offers incremental growth that respects the fabric of existing neighborhoods, including historic areas, while potentially increasing homeownership opportunities.

In addition to stabilizing the increase in housing price by increasing supply and giving people market access across the socioeconomic spectrum, missing middle housing can also keep the market competitive and accessible to a variety of small local builders. Missing middle housing can also include the massing and architectural detailing that provides character to a neighborhood. Many missing middle housing types enable outright ownership, allowing property owners to build equity. This could help maintain the renter-owner balance in the community and increase overall community wealth generation.

Missing middle properties can act as a good transition between differing types of land uses. These properties can be utilized as a buffer between lower- and higher-density residential, mixed-use, or commercial developments. Infilling development with missing middle housing puts more residential units closer to goods and services found within mixed-use or commercial areas. Decreasing the distance between residential units and other land-uses can improve access within established areas, while benefiting local businesses. Missing middle housing also usually takes advantage of existing infrastructure, generating additional tax revenue that provides support for future public projects.



Aging in Place

As Collierville’s population continues to age, providing housing options that allow residents to remain in their community throughout different stages of life will become increasingly important. Aging in place; the ability to live safely, independently, and comfortably in one’s home and community as needs change over time, is supported by a diverse housing supply that offers options beyond traditional single-family detached homes. Housing types such as duplexes, triplexes, townhomes, condominiums, and accessory dwelling units (ADUs) can provide more attainable and lower-maintenance living arrangements for older adults who wish to downsize while remaining close to family, friends, and community amenities. These housing types also create opportunities for residents to transition between housing options without leaving the community.

Collierville has made significant investments in housing options for older adults. As of 2024, the Town contained approximately 994 senior housing units, with an additional 442 units planned through recently approved, active, and proposed developments. Senior housing construction reached its highest level in 2020, when approximately 320 group quarter units were permitted, although permit activity has declined since 2021. At the same time, recent residential development trends have shown growth in horizontally attached housing types, such as stand-alone apartments and condominiums, while vertically attached housing types, including townhomes and duplexes, have remained relatively limited. Expanding opportunities for missing middle housing could help address this gap by providing housing choices that are often more attainable than single-family homes and better suited to the needs of smaller households, empty nesters, and seniors on fixed incomes.

Accessory Dwelling Units (ADUs) can provide a flexible, small-scale housing option within established and new neighborhoods. ADUs may accommodate older relatives seeking to remain close to family, adult children or other family members needing independent living space, caregivers, or aging residents who want additional flexibility as their household needs change. Because they are accessory to a principal residence, ADUs can expand housing choice incrementally without substantially changing the overall residential character of a neighborhood. ADUs should be designed and located in a context-sensitive manner that remains subordinate to the principal dwelling and compatible with surrounding properties. Detached ADUs should generally be located within side or rear portions of the property, rather than functioning as a second principal dwelling along the street frontage. Standards should address building placement, setbacks, height, scale, architecture, parking, access, utilities, and privacy to ensure ADUs complement the principal residence and surrounding neighborhood. Where appropriate, attached or integrated ADUs may also provide opportunities to incorporate flexible living arrangements within the principal structure. The Town should continue to evaluate its development regulations to provide a clear and predictable framework for ADUs, balancing opportunities for flexible and multigenerational living with neighborhood compatibility and high-quality design.

Supporting aging in place extends beyond the construction of new housing. Existing homes can be adapted through modifications such as ramps, wider doorways, improved lighting, grab bars, and other accessibility improvements that allow residents to remain in their homes longer. New residential developments can also incorporate age-friendly design features, including single-level living spaces, non-slip flooring, and smart home technologies that enhance safety and accessibility. The Town currently permits Accessory Dwelling Units (ADUs) as a conditional use in several zoning districts, providing additional opportunities for flexible housing arrangements. As housing needs continue to evolve, the Town may consider additional strategies, including zoning updates, partnerships with community organizations, and housing retrofit programs, to support residents who wish to age in place while preserving their independence and connection to the community.



Examples of Accessory Dwelling Units (ADUs)

WALKABILITY, SERVICES, AND AMENITIES

The availability of services, amenities, and transportation connections plays a significant role in neighborhood completeness and overall quality of life. While housing provides a place to live, access to parks, schools, shopping, healthcare, and community facilities helps create neighborhoods where residents can meet many of their daily needs close to home. Neighborhoods that offer convenient access to these destinations are often more attractive to residents and can support long-term community stability.

Walkability is an important component of neighborhood completeness. Sidewalks, trails, and connected street networks provide opportunities for residents to safely walk or bike to nearby destinations, recreational facilities, and community spaces. These connections are particularly important for children, older adults, and individuals who may have limited access to a personal vehicle. In addition to providing transportation options, walkable environments promote physical activity, social interaction, and a stronger sense of place. Access to neighborhood-serving amenities can also support residents throughout different stages of life. Families benefit from proximity to schools, parks, and recreational opportunities, while older adults may value convenient access to healthcare services and everyday shopping needs. As Collierville’s population ages, residents being able to access essential services without relying solely on driving will become increasingly important for supporting independence and aging in place.

Collierville is well-positioned to build upon its existing network of parks, schools, trails, and community facilities. Continued investments in pedestrian connectivity, greenway expansion, and strategically located neighborhood-serving amenities can help create more complete neighborhoods while preserving the character and quality of life that residents value. By improving connections between housing and everyday destinations, the Town can support healthier lifestyles, strengthen neighborhood identity, and enhance the overall livability of the community.



Neighborhood Events and Temporary Street Activation

Neighborhood events and temporary street activation can strengthen social connections and create opportunities for residents to gather close to home. Block parties, neighborhood festivals, farmers or pop-up markets, play streets, seasonal events, and temporary pedestrian-focused activities can transform streets and other shared spaces into community gathering places without requiring permanent physical changes. These activities can help neighbors connect, encourage walking and outdoor activity, and reinforce neighborhood identity and a sense of belonging.

The Town should support opportunities for neighborhood-scale events and temporary street activation where appropriate while ensuring that activities are safe, accessible, and compatible with surrounding properties. Planning should consider pedestrian and bicycle access, accessibility for people of all ages and abilities, temporary traffic control, emergency and service vehicle access, parking, lighting, event duration and hours, and safe connections to surrounding sidewalks and streets. Events should be appropriately scaled to their neighborhood context and coordinated to minimize impacts on residents while maintaining necessary access.

FUTURE DEMAND

Collierville stands at a point of steady but meaningful transition, where continued population growth, evolving household needs, and regional market forces will collectively shape the Town's housing future. Over the next several decades, the community is expected to grow from approximately 51,324 residents in 2020 to more than 66,000 residents by 2040, reflecting sustained demand for housing in a community that is widely valued for its schools, neighborhoods, and overall quality of life. At the same time, the Town's demographic profile is shifting, with a growing share of older adults and a gradual evolution in household size and composition, signaling a need for housing options that can serve residents through every stage of life.

This growth is occurring within a broader Memphis metropolitan housing market that continues to demonstrate relative stability, affordability, and long-term appeal compared to many peer regions. As regional employment centers expand and households continue to seek out high-quality suburban communities, Collierville is well-positioned to remain a desirable destination within the greater Shelby County housing market. These dynamics suggest that future housing demand will be shaped not only by how many people choose to live in Collierville, but also by who those residents are and how their housing needs change over time.

Looking forward, the Town's housing future will be defined by its ability to respond thoughtfully to this combination of growth and change. While traditional single-family neighborhoods will continue to form the foundation of the community, increasing demand for a broader range of housing types, such as townhomes, smaller-lot homes, and age-friendly housing, will play an important role in supporting Collierville as an accessible, adaptable, and inclusive community. In this way, future growth presents an opportunity not only to accommodate new residents, but to strengthen the Town's long-term resilience and reinforce the qualities that make Collierville a highly desirable place to live.

Housing Demand

According to the 2025 Comprehensive Housing Market Analysis for the Memphis, Tennessee–Mississippi–Arkansas Metropolitan Area prepared by the U.S. Department of Housing and Urban Development (HUD), recent residential growth has been concentrated in suburban communities within northern DeSoto County, Mississippi, and eastern Shelby County, Tennessee. Between 2020 and 2023, approximately 4,175 single-family housing permits were issued in Shelby County, representing 28 percent of all permits issued across the metropolitan area during that period. Much of this activity occurred in and around Collierville and Germantown, highlighting the continued attractiveness of these communities for new residential development.

Looking ahead, HUD estimates demand for approximately 10,800 new homes across the metropolitan area during the three-year forecast period. While the roughly 1,200 housing units currently under construction are expected to satisfy a portion of this demand in the near term, housing demand is projected to increase gradually throughout the forecast period (June 2024 - June 2027). This anticipated growth is largely driven by continued economic expansion, employment growth, and population growth across the region.

Rental Housing Demand

The Memphis Metropolitan Area rental market has experienced significant fluctuations in recent years in response to changing economic conditions and housing demand. According to HUD's 2025 Comprehensive Housing Market Analysis, average apartment rents varied widely across the region during the first quarter of 2024, with the highest average rent occurring in the Collierville market area at \$1,717 per month.

Rental housing construction has generally increased since 2010, although annual permitting activity has varied considerably. Following a period of elevated construction in 2018 and 2019, rental development slowed during the pandemic before rebounding strongly in 2021 as demand for rental housing increased. While permitting activity declined in 2022, construction has since recovered, with approximately 1,525 rental units permitted by May 2024. Looking forward, demand is projected for approximately 2,675 additional rental units across the metropolitan area during the three-year forecast period (June 2024 - June 2027). Improving economic conditions are expected to support continued growth in rental demand, while the nearly 1,950 units currently under construction will help meet a substantial portion of housing needs.

GROWTH, CHANGE, & THE MARKET

Collierville’s future housing demand will be shaped by the interaction of steady population growth, shifting household characteristics, and broader regional market conditions. The Town’s population is projected to increase from approximately 51,324 residents in 2020 to 66,307 by 2040, reflecting sustained long-term growth that will continue to generate demand for additional housing units. This growth is expected to occur alongside changing household dynamics, including smaller average household sizes and an increasing share of residents in older age cohorts.

One of the most significant demographic shifts influencing future housing needs is the growing population of older adults. In 2024, Collierville was home to approximately 8,235 residents age 65 and older, a figure that is expected to continue increasing over the planning horizon. As this population grows, demand will expand for housing that supports aging in place, including ‘missing middle’ housing types and housing options located near services and community amenities. At the same time, demand from younger households and families will continue to support larger-lot single-family housing development, reinforcing the need for a diverse and balanced housing supply.

These local trends are occurring within the context of a broader Memphis Metropolitan Statistical Area that continues to demonstrate economic stability and steady housing demand. The region remains anchored by logistics, healthcare, education, and manufacturing industries, and continues to benefit from its central location and affordability relative to other major metropolitan areas. Shelby County’s housing market reflects this balance, with median home prices around \$250,000, median rents near \$1,000 per month.

Within this regional framework, Collierville occupies a higher-value suburban market position. The Town’s median listing price of approximately \$575,000 and median rent near \$1,583 reflect strong demand for its schools, neighborhoods, and quality of life amenities. While inventory levels have increased modestly, overall conditions remain stable. This suggests that future growth in Collierville will be less about rapid expansion and more about

accommodating sustained, high-quality demand across a range of housing types.

Taken together, these trends indicate that Collierville’s housing market is in a period of gradual evolution rather than rapid change. Population growth, demographic shifts, and continued regional demand will all contribute to ongoing housing needs, but the composition of that demand is expected to shift. Having a future housing supply that reflects these changes will be essential to maintaining attainability, supporting long-term residents, and preserving the Town’s overall quality of life.

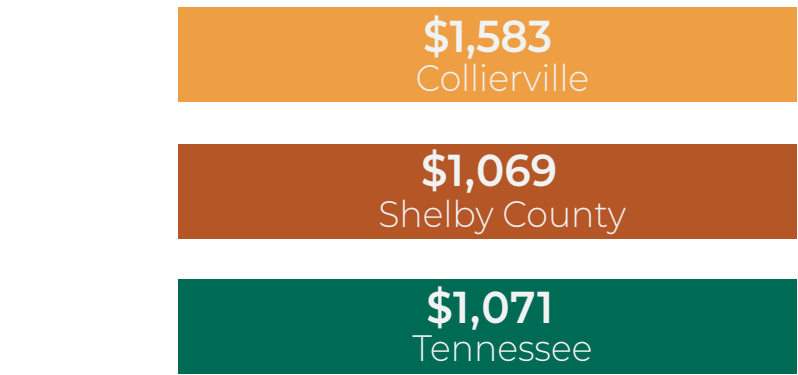


Figure 9. Median Monthly Rent (2025)

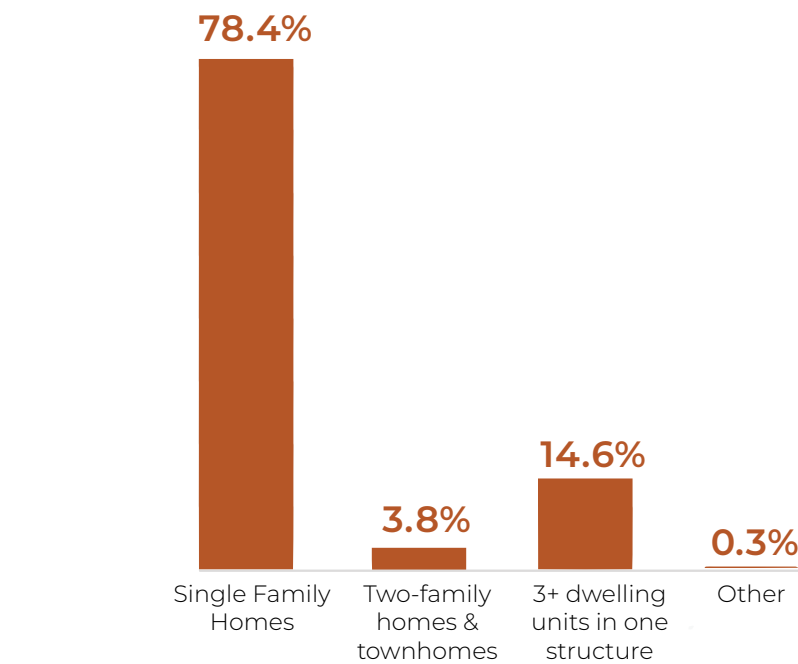


Figure 10. Housing Unit Types



INFILL AND REDEVELOPMENT

Residential infill refers to developing a single vacant lot within an established neighborhood. When market conditions are favorable, Collierville's vacant parcels offer opportunities for new construction that fills gaps in the existing landscape, strengthens neighborhoods, and makes use of already available utilities and road networks. Ideal infill sites are typically those with available land, access to Town infrastructure, and locations within the Town limits.

Alongside annexation and outward expansion, infill and redevelopment help the Town grow in a more efficient and sustainable way. Both infill development and greenfield development; building on previously undeveloped land, play important roles in maintaining community health, stability, and economic prosperity.

Housing redevelopment focuses on renovating, replacing, or improving existing residential properties to better serve current and future residents. This can involve modernizing aging structures, adding new housing, and upgrading infrastructure and public amenities. Such efforts can help revitalize neighborhoods, enhance quality of life, and foster more inclusive communities. However, successful redevelopment requires thoughtful planning, strong community engagement, and attention to preserving neighborhood character and affordability. Because it occurs within already developed areas, it differs significantly from greenfield development and often depends on public support and policy tools to enable meaningful revitalization.



Strategies to Promote Infill Housing and Redevelopment

- Implement fast-track review and approval procedures
- Create a land bank program that acquires and packages residential land for sale to developers
- Offer infrastructure upgrades for infill projects over a certain value or number of units (if needed)
- Partner with a specific developer(s) for construction of desired development on Town-owned land (public-private partnership)
- Explore community land trust as a means of preserving affordability and promoting new development that matches the character of the existing neighborhood
- Continue to upgrade and maintain existing infrastructure to encourage development
- Encourage developers to enter into development agreements with the Town to create opportunities for larger-scale projects
- Increase marketing and utilization of the affordable housing programs that support low to moderate income residents through down payment assistance, home repairs, rental assistance, and housing construction



Case Study: Infill Overlay Districts

Designating an Infill Overlay District can accomodate and encourage compatible development in existing residential neighborhoods. The main objectives of these districts are to promote compatible development and reinvestment in established neighborhoods, address growing housing demands, and revitalize underused urban areas. The City of Knoxville, TN has adopted an Infill Housing Overlay District, as well as municipalities in other states, to promote infill development and meet housing demand.

The City of Yuma, Arizona, implemented an Infill Overlay District along with an Infill Incentive Plan outlining incentives related to development within the district. This plan, developed through collaboration among city departments, establishes the Infill Overlay District (IO) and offers incentives to encourage development within this zone. The plan includes the Infill Incentive Toolkit, which equips developers with resources to address regulatory challenges and financial barriers. This toolkit offers various incentives to invest in infill properties, including financial benefits and regulatory flexibility.

Source: <https://www.yumaaz.gov/government/community-development/community-planning/infill-yuma>



EXAMPLES OF ACCESSORY DWELLING UNITS (ADUS)

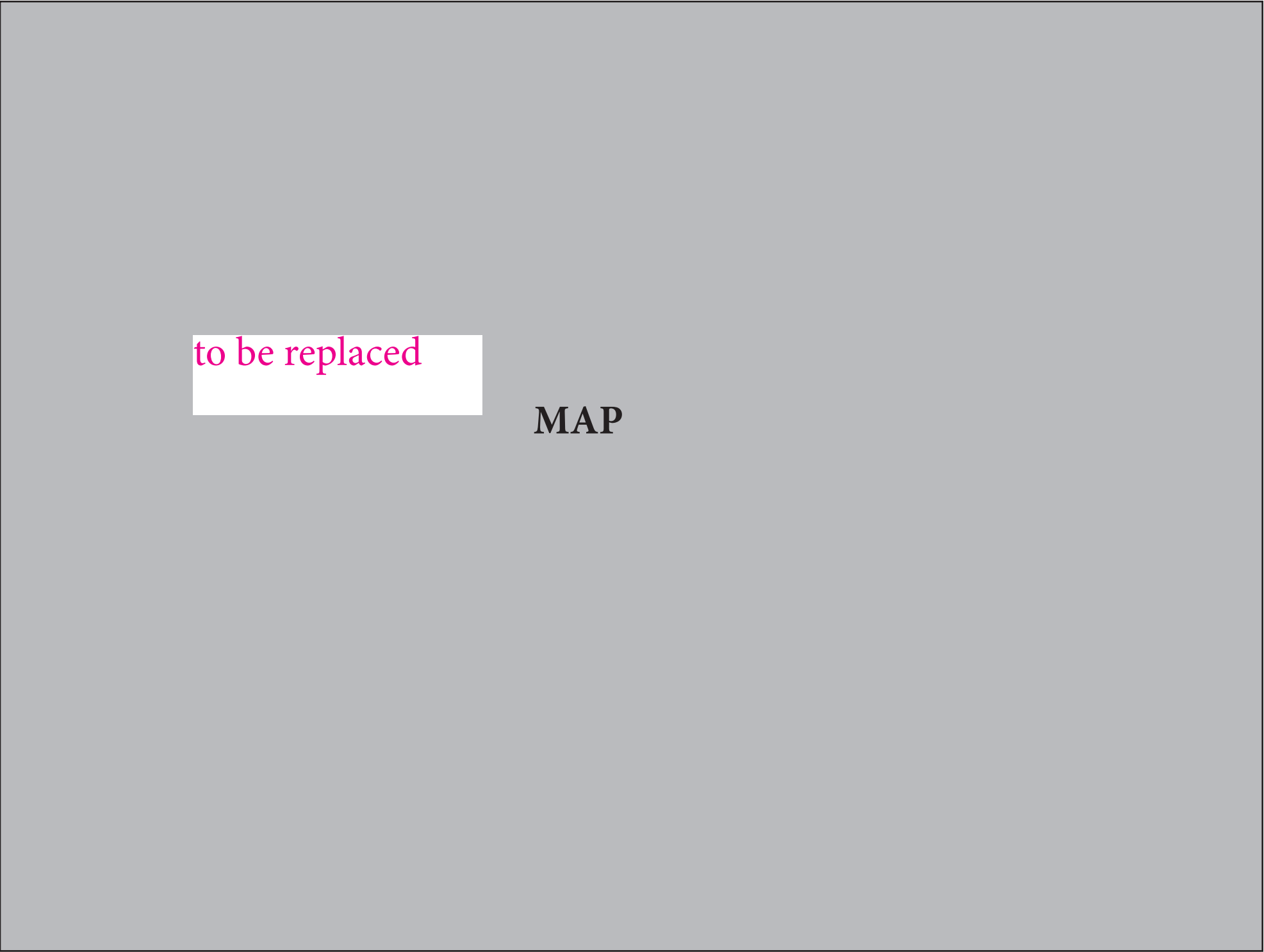
Residential Infill Opportunities

As Collierville continues to grow, opportunities for large-scale residential development are becoming increasingly limited. Much of the Town has already been developed, making infill development and strategic redevelopment important components of accommodating future housing needs. Rather than expanding outward, the Town has an opportunity to direct new residential investment toward vacant and underutilized properties that are already served by public infrastructure, utilities, transportation facilities, parks, schools, and other community services.

The Existing Land Use Map identifies vacant parcels distributed throughout the community, including both small infill sites within established neighborhoods and larger undeveloped tracts located in designated growth areas. Smaller infill opportunities can help complete existing neighborhoods by filling gaps in the development pattern while maintaining neighborhood continuity and character. Larger vacant properties located near major transportation corridors and existing infrastructure provide opportunities for thoughtfully planned residential neighborhoods that complement surrounding land uses and support the Town’s long-term growth strategy.

Residential redevelopment also presents opportunities to diversify Collierville’s housing supply. As properties age and market conditions evolve, select sites may be appropriate for redevelopment that introduces a broader range of housing types, including townhomes, cottage homes, duplexes, or other “missing middle” housing where compatible with surrounding development. Redevelopment should be context-sensitive, respecting the scale, character, and design of adjacent neighborhoods while expanding housing choices for young professionals, families, and older adults seeking to age in place.

Future residential infill and redevelopment should prioritize connectivity and neighborhood integration. New development should extend existing street networks where feasible, provide pedestrian and bicycle connections to nearby parks, schools, commercial areas, and community destinations, and incorporate high-quality site design that complements the surrounding built environment.



GOALS

1. Housing Choice and Lifecycle Housing

Promote a diverse and balanced housing supply that accommodates residents of all ages, household sizes, incomes, and life stages, enabling people to remain in Collierville throughout their lives while preserving the Town's unique character and high quality of life.

2. Complete Neighborhoods

Encourage the development and enhancement of complete neighborhoods that integrate a variety of housing options with convenient access to schools, parks, shopping, employment, community facilities, and other daily destinations through a connected and walkable development pattern.

3. Housing Attainability, Workforce, and Talent Retention

Expand housing choices that support teachers, young professionals, workforce households, returning graduates, seniors, and other residents by encouraging a range of housing types, sizes, tenures, and price points. Promote housing opportunities that allow people to establish roots and remain in Collierville through different stages of life while helping local employers attract and retain the workforce and talent needed to support a strong local economy.

4. Neighborhood Preservation and Enhancement

Preserve and enhance the character, identity, and long-term stability of Collierville's established neighborhoods while encouraging reinvestment, compatible infill development, and context-sensitive redevelopment that complements the surrounding community. Restoration and preservation of the Town's older housing should also be encouraged to prevent housing quality and stock decline.

5. Connectivity and Walkability

Promote neighborhoods that are safe, connected, and walkable by expanding pedestrian and bicycle infrastructure, improving access to parks and community amenities, and strengthening connections between residential areas and key destinations throughout the Town.

6. Strategic Residential Growth

Guide future residential growth toward areas served by existing infrastructure, public services, and community amenities while encouraging infill development and redevelopment that supports efficient land use, fiscal sustainability, and the Town's long-term growth strategy.



