COLLIERVILLE

Design Guidelines

JULY 22, 2024

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The Town of Collierville Seal

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2014 GUIDELINE UPDATE

Design Review Commission Meeting

Town of Collierville Planning Division Staff

CHARACTER IMAGERY

Historic Charm and Character

Parks and Recreational Facilities and Programs

Financially Sustainable Town Government

Quality Streetscapes, Efficient Traffic Flow

Quality Single-Family Housing Development

I. INTRODUCTION

A. COLLIERVILLE'S VISION

Collierville's hometown character provides an unparalleled setting for people to live, shop and work. The community grew rapidly from 14,500 residents in 1990 to almost 50,000 by the end of 2013. The "build-out" population of the Town is estimated at just under 90,000, which means a large part of the community has yet to be built. Collierville citizens clearly want the Town to be a special place, a community. The quality of the Town's physical environment has a direct bearing on the its livability and economic prospects in maintaining the desired "hometown atmosphere." The Town of Collierville has many assets, including a strong commitment to the heritage of the community, an attractive and preserved historic Town Square, a strong economic position in the region, and high quality development standards.

This Vision Statement and the Guiding Principles below originated from a 2003 project called the "Town of Collierville Comprehensive Plan" prepared by Lyle Sumek Associates, Inc. That project involved mainly the Board of Mayor and Aldermen (BMA), but also included members of the Planning Commission (PC), Design Review Commission (DRC), and various other stakeholders as they discussed challenges facing Collierville at that point in time and in the future. The Vision and Guiding Principles were later incorporated into the Town's Land Use Plan, known as Collierville 2040, adopted in 2012. Of these principles, those that relate specifically to the design of the built and natural environments (Principles 3, 4, 8, and 9) form the basis for these Design Guidelines in general and the Design Principles for Development.

Collierville's vision is that we are a desirable suburban community where:

- citizens and visitors feel safe and secure;
- people come to live, work, and play;
- opportunities are available for all generations;
- the Town continues to grow; and
- unique charm and character lives throughout our Town.

Collierville's Guiding Principles to implement and sustain that vision:

1. A Safe Community
2. A Community that Values Life-long Educational Achievement
3. Preservation of Greenspace and Natural Areas
4. Quality Streets with Efficient Traffic Flow
5. Convenient Shopping with a Range of Retail Choices
6. Infrastructure and Services Concurrent with Growth and Development
7. A Financially Sustainable Town Government
8. Providing a Range of Parks, Recreational Facilities, Programs
9. Community Designed for Uniqueness and Attractiveness:
   - Historic Charm and Character
   - Quality and Predominantly Single Family Housing Development
   - Nonresidential Buildings that Meet High Community Standards
10. Expanded Local Economy – Business and Employment Opportunities

B. Purpose of the Design Guidelines

Creating places conducive to "community" is one role of urban design. A sense of community implies distinct places rather than the run-on blur of much modern development. People move daily from where they live, to where they shop, to where they work, to where they play. These places can and should feel different from each other. A vibrant community is one with unique and interesting places and focused areas of activity and human interaction.

One aspect of the guidelines is establishing ways to make all parts of Collierville connected while at the same time making them distinct from each other. Some places are used more intensively than others. A hierarchy, or a sense of distinction between areas, can reinforce the balance of places that makes up a community. This distinction and hierarchy can be achieved through architectural design, landscaping, and screening.

Throughout this manual, this hierarchy or distinction of places is illustrated: some are "going through" places (corridors), others are "destinations" (historic downtown area, shopping centers, distinctive intersections, office/industrial parks, other nonresidential areas) and others are "where we live" (residential areas). The vision for these different uses is to be well-connected but functional, distinctive but compatible. This concept simply requires that new development is planned with its neighboring developments in mind, specifically in how they relate through circulation and architectural design. When successfully executed, each development can be distinct but also blend with its neighbors. The creation and protection of neighborhoods is a primary value of the community. Community is maintained through managed growth. Community character and livability are promoted through neighborhood preservation, historic preservation, an emphasis on pedestrian scale, and quality new development.

These Design Guidelines present general design priorities and core design principles that can be adapted to individual circumstances of site and building design. While specific examples are provided, the enduring strength of guidelines relies on their flexibility. Not every case and circumstance can be anticipated, nor is the goal to prescribe the design of every development in Collierville. In fact, given the level of sophistication of the market in the Collierville area, it is anticipated that developers will be able to build on these principles and create unique, livable, and viable projects that meet the community's vision. The intent of these design guidelines is not to limit growth or development within the Town of Collierville or to restrict creative design solutions but to encourage development that reinforces the vision of Collierville as a quality place to live and work.

C. Creation of Design Review Commission and Ordinance

The Board of Mayor and Aldermen (BMA) created the Design Review Commission (DRC) in early 1994 to ensure that proposed developments and individual buildings conform to proper design guidelines and the general character of the area in which they are located. Collierville's Design Review Ordinance, located within the Zoning Ordinance, spells out the detailed power and authority of this review board.

The Collierville Design Guidelines Manual serves the following purposes:

1. Educate property owners, designers, developers, the public, and plan reviewers on what is expected and desired for new development throughout the Town of Collierville;
2. Present clear principles and priorities for achieving this vision;
3. Identify important design concerns and recommend appropriate design approaches;
4. Illustrate specific techniques to use when planning and designing developments and individual buildings; and
5. Provide an objective and fair basis for reviewing projects whether administratively by staff or by the Design Review Commission.

Splash Park at W.C. Johnson Park

Baseball Fields at H.W. Cox Jr. Park

I. Introduction

Scope of Design Review:

For the development types described in Section E: Scope of the Design Guidelines, the following aspects of site improvements and exterior modifications are subject to either review by the Design Review Commission or Administrative Approval by staff:

- Site layout;
- Preservation of existing trees and site features;
- Architectural character, with respect to height, materials, scale, style, compatibility with surroundings, and relationship to streetscape;
- Parking areas with respect to orientation and layout, plantings, and screening;
- Landscaping with respect to landscaped areas, common areas, entry features and streetscape, materials, and proper maintenance and irrigation;
- Fences and screening;
- Pedestrian circulation;
- Certain elements of signage (excluding content); and
- Lighting.

Note: These Guidelines often use the term "case-by-case" basis regarding an aspect of site or building design. In some cases, a specific entity or staff member is mentioned as having the decision-making authority (e.g. BMA, Town Planner). Where the section is silent on the applicable decision-making authority, the authority to make the decision is based on the type of application and whether it is an administrative review or a full public (PC, DRC, BMA) review (e.g. major site plan is DRC, compliant exterior alteration is staff).

A Gazebo on the lake in W. C. Johnson Park

Initially, the original DRC members collected guidelines and standards from other communities and created the first set of guidelines, called *The Design Standards Manual*. This publication had limited graphics and was revised several times until 2004 when the Town decided to update the entire publication. The Board of Mayor and Aldermen chose a broad based citizen committee of designers, engineers, builders, and developers to work with Frazier Associates, the architecture and planning firm contracted to write the revised guidelines, this publication. It was adopted in 2006, with amendments in 2009 and 2010. The document was reformatted by the planning division in 2011.

D. How the Design Guidelines Relate to Other Ordinances

This manual is an official policy document that expands upon the priorities and goals of the design principles set forth in the Comprehensive Plan. While the guidelines provide specific requirements for design and development, they cannot, and are not intended to, cover all circumstances. Rather, the structure and content of the manual are meant to give developers, citizens, business owners, design professionals, and reviewers the perspective to address the unique conditions of each project, while giving builders flexibility to develop their own designs that meet the intent, principles and spirit of the guidelines. Therefore, these guidelines do not reproduce all the specific requirements stated in the Zoning Ordinance, Subdivision Regulations, or other applicable development guidelines and regulations. Applicants are advised to consult any necessary related documents. In the event that there appear to be differences between the guidelines and the Zoning Ordinance or other regulations, the more stringent standard shall apply.

E. Scope of the Design Guidelines

The Design Guidelines are intended to serve as a guide for development within the Town of Collierville. New development, as well as the redevelopment of existing sites, will be subject to the requirements of the Design Guidelines. Specific design guidelines have been developed for the Historic District in a companion publication. The DRC is responsible for reviewing the design of all structures, sites, and development proposals for Tier 2 (Major Site Plans) as defined by Section 151.311 of the Zoning Ordinance, and any other design element not within the scope of Administrative Approval powers listed in Section F, for the following:

- The conceptual signage locations and design shown with Preliminary Site Plans and making recommendations to the BMA (Tier 2 - Major only);
- Front yard fences for single-family residences;
- Any Common Open Space (COS) areas or community facilities within single family developments;
- All proposals in the commercial and industrial zoning classifications; and
- Attached dwellings (e.g. two family dwellings, apartments/multi family dwellings, townhouse dwellings, mixed use building types)

The DRC's role also includes making recommendations to the BMA on changes to these Design Guidelines and for proposed comprehensive sign policies for planned developments. A comprehensive sign policy, which is intended to be enforced by the property owner or his/her designee and not the Town, is required for all new planned developments, and typically outlines such things as color, type, illumination, size and location of all development signage. The DRC's role in reviewing comprehensive sign policies is to ensure

that:

- signage is consistent in size, material, location, and design throughout the planned development; and
- signage within any planned development is in compliance with the Town's adopted sign ordinance and guidelines. It should be noted that the Design Review Commission may not waive any Zoning Ordinance provisions related to signage through a comprehensive sign policy. Only the Board of Mayor and Aldermen, through an approved planned development, or the Board of Zoning Appeals through a variance may waive any Zoning Ordinance provisions.

Single-family detached residences and their related accessory structures are exempt from design review per the Collierville Design Guidelines; however, the Collierville Zoning Ordinance (e.g. TN Zoned Lots) and, in some cases, a Planned Development's Outline Plan Conditions, may contain design requirements that warrant some form of design review by the Town through the building permit process.

F. Administrative Approvals

The Development Director or his/her designee may administratively approve certain types of applications, or certain elements within an application, but only if they are materially consistent with these Guidelines; however, changes that are not materially consistent with the Guidelines that are similar to what has been approved within the past year by the DRC can be approved by the Development Director. These administrative approvals include:

- Minor Site Plans defined by Zoning Ordinance Section 151.311;
- Fee-simple (via individually platted lots) vertically-attached residential dwellings (e.g. townhouses, duplexes, triplexes) provided preliminary architectural and landscape exhibits provided through the Preliminary Plat and/or Conditional Use Permit (CUP) process;
- Nonresidential accessory structures added to an already developed site;
- Revisions to existing architectural elements, such as doors, lighting, roofing materials, building materials, paint color, shutters, awnings, and windows;
- Revisions to approved plans for active construction: Minor revisions to approved architectural elements, such as doors, lighting, roofing materials, building materials, paint color, shutters, and windows;
- Sign Permits;
- Fence Permits except for those associated with a Preliminary Site Plan or Common Open Space in a new Subdivision;
- Removal and replacement of undesirable, unhealthy or hazard existing trees. Removal of healthy trees may be approved on a case-by-case basis if the tree is obstructing vehicular site distance, traffic signs, or has outgrown a constricted planting area.
- Approval of landscape plans, or associated details, for:
  - ♦ common open space areas of subsequent phases of a subdivision that have obtained DRC approval for previous phases if the design quality of subsequent phases is of equal quality to the first phase(s); and
  - ♦ additional minor improvements/alterations such as arbors, pedestrian walks, fountains, benches, mechanical units, meters, backflow preventers, handicap ramps, dumpster enclosures, flagpoles,
  - ♦ revisions to approved or as-built landscape plans, such as replacing plant materials that are not thriving or that have outgrown their location, adapting plans to address field changes to a site layout or elevations, to meet Building or Fire Department requirements, or to screen utilitarian features not originally shown on approved plans.

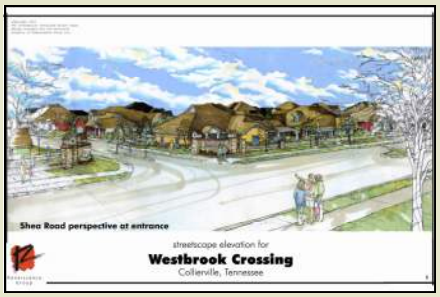
Character Imagery

Pre-application meetings

A DRT Meeting during a charrette

Architectural review of exterior elevations

A Tier 1-Minor Site Plan (final landscape plan)



A Tier 2-Major Site Plan (site plan perspective)

I. Introduction

CHARACTER IMAGERY

A regional office campus in Collierville

A regional retail center in Collierville

Industrial building with a human-scaled facade

A Traditional residential development

A traditional scale development in Alabama

If staff interprets that certain elements within an application are not consistent with the Guidelines, or if the applicant disagrees with a staff/DRC interpretation of the Guidelines, either may request a final determination at the next available BMA meeting, based upon a recommendation from the DRC.

G. Design Review Process

Design review pursuant to these Guidelines will occur during the applicable review process.

- **Public Review:** The DRC will formally review an application for a Preliminary Site Plan, Planned Development Amendment (signage elements), or common open space in a residential subdivision, but only after the Planning Division has reviewed the application and provided a staff report that summarizes the application's scope, issues, and potential conditions of approval. These applications are usually been reviewed by the Departmental Review Team (DRT) prior to placement on a public meeting agenda, and design review occurs during that process.
- **Administrative Review:** For administratively-reviewed items, the Planning Division performs the design review, typically through the Site Plan Modification/Exterior Alteration application process, the Final Site Plan process, or the Subdivision Infrastructure Construction Plan process. The later two processes are reviewed by the Departmental Review Team (DRT) prior to the applicant entering into a Development Agreement with the Town. Design review may also occur through the Building Permit application process.

H. Development Patterns

This section describes the general characteristics of development patterns in Collierville's built environment to which these Guidelines apply. The categories are based on the Collierville 2040: A Vision for Land Use Plan, adopted by the Board of Mayor and Aldermen in 2012, and are organized around the following five general development patterns. Throughout this document, some guidelines apply to specific development patterns listed here.

1. New Nonresidential Development

New Commercial and Office Centers are planned concentrations of commercial and office development, such as shopping centers or office headquarters, and often are arranged in campus-like settings and have out-parcel buildings. The commercial centers are built around several major national anchors along with numerous specialty stores. Out-parcels may contain specialty retail, banking, convenience and restaurant uses. High technology uses, corporate headquarters, and learning centers are also contained in this category. They are arranged in a campus-style setting with coordinated building design and surrounded by landscaped open space. These centers also provide for multiple specialty store anchors as well as the sale of convenience goods and the provision of professional services.

2. Aging Nonresidential Development

These types of development are typically found along the Poplar Avenue corridor and other older sections of Collierville outside of the historic dis-

trict core. These aging developments often predate the Town's adoption of Design Guidelines in 1994 and are frequently on smaller sites. Opportunities for meeting current guidelines are limited due to small lots, building setbacks, existing parking lots, road widening, limited pervious areas, and bland architecture. As many of these areas have been slowly undergoing improvements, the BMA may consider, on a case-by-case basis, minor deviations from these Guidelines for existing "nonconforming" sites/buildings pursuant to the "Test" listed to the right. Although these sites were typically built prior to 1994, some sites, buildings, or vacant lots created after that date may not meet the current version of the adopted Guidelines, as amendments frequently occur.

3. Industrial Areas

Industrial areas accommodate uses such as warehousing, research and development, and light manufacturing. These areas provide space for substantial employment centers. They accommodate uses that do not fit the compact scale of other parts of Town. A planned low intensity of industrial land ensures controlled growth and promotes small town atmosphere and economic diversity without industrial sprawl. A campus or park-like setting is preferred in most industrial areas. Industrial land use is supported by, and limited to, major and minor arterials. Industrial traffic is diverted away from residential, office and commercial areas and collector streets. These industrial areas should be heavily screened from any adjoining land uses/zoning districts that are not industrial, and the portions of an industrial building that are visible from public roads should be designed to meet commercial standards to the maximum extent practicable.

4. Residential Areas

Low-density, single-family, detached, residential housing will continue to be the dominant land use feature within Collierville. These areas should be protected from the encroachment of non-residential areas that may have a negative impact on residential property values. These design guidelines do not pertain to single-family homes and developments with the exception of the review of front yard fences, common open space, and landscape screening areas and facilities that serve the entire development. The Zoning Ordinance contains requirements for single family dwellings in the TN Zoning District, and staff reviews the building permits for such dwellings for compliance. All types of attached dwellings are reviewed under these guidelines and, to insure design quality, new attached dwellings will be carefully scrutinized regarding building placement, landscaping, usable open space, building height and scale, exterior materials and style, and proper provisions for parking.

5. Traditional and Conventional Areas

For the purposes of implementing the goals and objectives in the Land Use Plan, the Town's built environment can be classified as being either a Traditional Area or Conventional Area (see definitions at right). The geographic extents of Traditional and Conventional areas are depicted on the map on Page 7, which is based on the Land Use Plan. In some areas, either development form is appropriate. In some cases, such as with lighting fixtures or attached dwellings, the Design Guidelines establish different standards for

BMA's "Test" for granting a deviation from the Design Guidelines:

1. The particular physical surroundings, shape or topographic conditions of the subject property would result in a particular hardship upon the owner as distinguished from a mere inconvenience, if the strict application of the Guideline(s) were carried out.
2. The conditions upon which the request is based would not be applicable, generally, to "greenfield" properties of a similar land use type (office, retail, industrial, etc.).
3. Financial return or franchise design reasons only shall not be considered as a basis for granting a deviation.
4. The deviation is the minimum necessary to make possible the reasonable use of the land, building, or structure.
5. The granting of the deviation will not be detrimental to the public welfare or injurious to other property or improvements in the area in which the property is located.

Traditional Areas: Per §151.003 of the Zoning Ordinance, portions of the town, including the historic district, that are appropriate for, or characterized by, development that typically includes mixed-uses, or residential and nonresidential uses in proximity to one another, buildings typically more than one story tall and built close to the street, a high level of architectural detailing on the primary building façades, the use of a modified street grid system, pedestrian oriented site design rather than exclusively or predominantly for the automobile, and off-street parking located to the side or rear of buildings as described in the Collierville Design Guidelines.

Conventional Areas: Per §151.003 of the Zoning Ordinance, portions of the town that are appropriate for, or characterized by, development that is typically segregated by use, two stories or less in height, primarily or exclusively automobile-oriented, has parking between the building and the street, and served primarily by curvilinear streets as described in the Collierville Design Guidelines.

I. Introduction

Character Imagery

Preserve and Respect Collierville's History

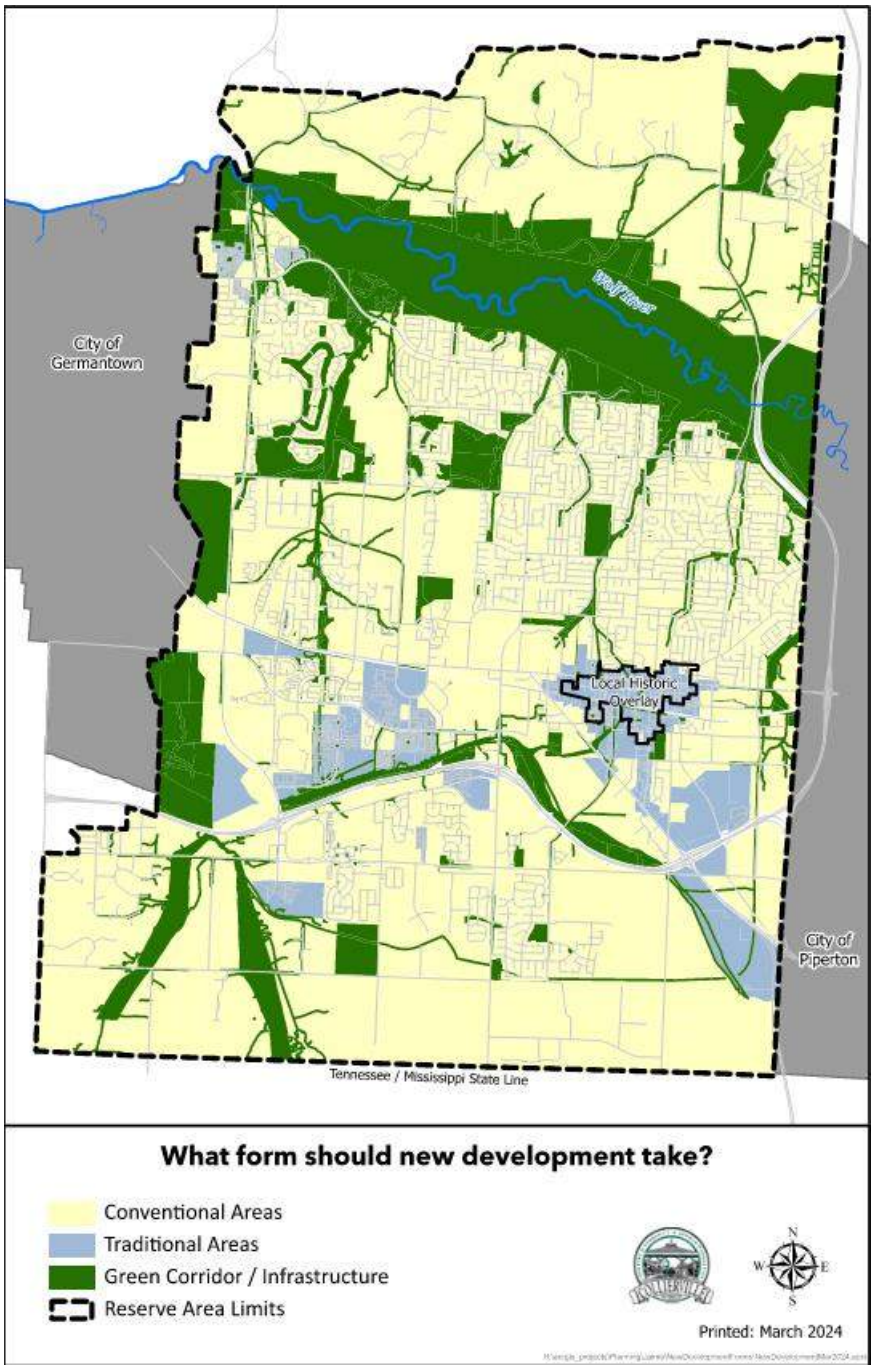
Preserve and Enhance the Natural Character

Restrain Communications (Signage)

Mask the Utilitarian (Parking and Service)

Maintain a Human Scale (Architecture)

new development or redevelopment in either Traditional Areas or Conventional Areas. In cases where a guideline does not expressly indicate its applicability to lots in a Conventional or Traditional Area, then that guideline shall be applicable everywhere in Town. Development may be subject to either the Traditional Area guidelines or the Conventional Area guidelines, but it is inappropriate to mix both sets of standards within one development type.



II. Design Principles for Development

Eight design principles were distilled from the Town of Collierville Comprehensive Plan developed by the Town in 2003, and they were the basis for many of the land use policies incorporated into the Collierville 2040 Land Use Plan. They are explained in this section and form the basis for the recommendations made in the Guidelines sections of this document. They are:

A. Preserve and Enhance the Area's Natural Character

B. Preserve and Respect Collierville's History

C. Create an Orderly Public Realm

D. Increase Compatibility Between Uses and Developments

E. Maintain a Human Scale

F. Develop a Respectful Diversity of Architectural Character

G. Restrain Communications

H. Mask the Utilitarian

A. Preserve and Enhance the Area's Natural Character

The natural features of the Collierville area, including the woodlands, wetlands, specimen and heritage trees, fields, farmland, and unique vistas, are an integral part of the Town's image and character. Often, modern patterns of development have left little space for the preservation of natural areas for recreation and for social gathering (referred herein as usable open space). Collierville's vision calls for outdoor space to be just as integral to any development as the construction of roads and buildings. It is important for new development within Collierville to preserve and enhance the Town's natural character through site plans that preserve natural topography and vegetation and provide pervious areas and usable open space.

Tree preservation can greatly enhance park space providing interest, storm water capture, and shade

Character Imagery

This trail meanders to preserve existing trees

This area is considered usable open space

Civic buildings on axis with usable open space

Tree-lines can be incorporated into medians

Old growth trees incorporated into a park

II. Design Principles for Development

Character Imagery

An aerial photo of the east side of the Square

The north side of the Square looking east

The north side of the Square during an event

The Square creates the Town's unique character

Many unique historic homes remain today

This principle includes a vision for a well-designed and well-connected pedestrian networks between recreation areas, open spaces, and natural areas throughout the Town and the region.

Setting aside and connecting well-designed open areas makes the living in the Town pleasant and fulfilling, giving citizens a convenient outlet for recreation and socialization and doing much to make continued development sustainable in the long run.

B. Preserve and Respect Collierville's History

Collierville's Historic District and Town Square area are the main defining features of the Town, creating the area's hometown character and sense of place. A sense of place, which creates an image that remains in your mind when you leave that area, can be built on a particular distinctive element, such as Collierville's Town Square, or on a mosaic of details that creates a fine-grained streetscape. Individuality of design can give a sense of place, and so can a theme of common design elements, particularly in the public realm.

Collierville's Town Square is characterized by both its architecture of vernacular brick, commercial buildings typically found in southern railroad towns of the late nineteenth century, and its streetscape elements, including the Square itself and the historic paving, streetlights, and furniture.

The Town's vision calls for the design of new buildings to reflect and respect the historic character of the Town in order to extend the sense of place and hometown character found there. This can be achieved through the use of traditional architectural materials, forms and elements that relate to the human scale and create a unique and distinctive place over time, just as the historic Town does.

Once the center of commerce the Square is now the Town's primary influence of architectural character

The Blount Law Firm (left) and Integrity Oncology (right) are examples of historic adaptive reuse

II. Design Principles for Development

C. Create an Orderly Public Realm

The character of a place is largely formed by the appearance of its gateways, corridors, and intersections. A unified design along corridors and at intersections adds visual order to a community. Effective pedestrian and vehicular circulation between and among developments means connecting uses with clear and attractive pathways; a strong sense of community depends on having this convenient access to a variety of activities and uses. Additionally, how public and private elements of the streetscape relate to each other provides a sense of order – public roadways, shoulders and medians, utility lines, streetlights and traffic signage in relationship to landscaping, parking areas, building facades, usable open space, signage.

Examples an attractive and orderly public realm and what is envisioned by usable open space.

D. Increase Compatibility Between Uses and Developments

The vision for the Town of Collierville includes an integrated pattern of a variety of land uses, including a broad mix of housing and commercial opportunities, which are not designed to stand alone as is often the case in modern developments. The response of a new development to its neighbors' site plan and building character is a key component of compatible development. Well-integrated land uses require compatibility in terms of building placement, height, scale, materials, color, style, and site perimeter landscaping/buffering. The integration of commercial land uses with neighboring residential developments is especially important to the Town's vision.

This development demonstrates design compatibility between uses envisioned for Traditional Areas.

Character Imagery

Design parking areas to accommodate pedestrians

Orderly placement of lighting and landscaping

Streetscapes should be inviting to pedestrians

Offices with compatible residential character

Commercial compatible with adjacent residential

II. Design Principles for Development

Character Imagery

This bank entrance maintains a human scale

Carriage Crossing has architectural diversity

Human scale architecture surrounding a park

Facades with traditional colors are encouraged

E. Maintain a Human Scale

A human scale is one of the important characteristics of Collierville's Historic District and an integral part of the Town's vision for new development. "Human scale" refers to the proportional relationship of buildings and spaces to people. When components in the built environment are ordered in such a way that people feel comfortable, then human scale has most likely been used. By contrast, a place that is out of human scale, either too small or too large, will tend to make people feel uncomfortable, and the reaction is to avoid such a place or to move through it quickly. Significant buildings and sites use monumental scale to create a sense of importance. In these cases, human-scaled elements are often incorporated into the project as well. Human scale can be achieved through many techniques relating to the design of sites, public spaces, and buildings. All contribute to an environment where people are comfortable as a place to live, work, and play.

Building scale, façade design, and streetscape elements can contribute to human scale

F. Develop a Respectful Diversity of Architectural Character

Collierville will continue its strong community commitment to quality design. While a diversity of architectural forms and styles is encouraged, it is important that individual buildings still relate in color, materials, and design to the existing architectural vocabulary of Collierville in order to respect the character of the historic Town and create a coherent image. Colorful details should be used sparingly on the exterior of the building, and limited to signage and awnings.

This example displays human scale, architectural detailing, earth tones, and limited use of color.

G. Restrain Communications

The principal purpose of onsite signage is to identify establishments and to direct visitors safely and efficiently to their destination. Signage that is limited in size and set in a strong landscaped surrounding is easier to read and navigate than a multitude of uncontrolled signs and can contribute to the quality of the Town rather than detract from it.

Appropriately sized storefront signage, illumination, and use of color that does not detract from the façade's design are what is meat by "restrained communications and use of color".

H. Mask the Utilitarian

The screening of elements such as electrical equipment, waste storage areas, loading docks, and other appurtenances from public streets and pedestrian areas allows the image of the Town to be formed by the appearance of its buildings, public spaces, and landscaping, not by views of these utilitarian elements. Similarly, reducing the impact of vehicle parking areas is an important part of the Town's vision and can be achieved through a variety of techniques, from reducing the amount of parking to changing the siting of large lots, to improving the design of parking areas to make them more attractive and more comfortable for pedestrians.

A combination of walls, fencing, and landscaping can attractively screen utilities and trash enclosures

Character Imagery

An appropriately designed monument sign

Externally lit wall sign with gooseneck lighting

Signs should be attractive and not overwhelming

Landscaping can reduce visual impact of parking

Screen walls can be an extension of the building

CHARACTER IMAGERY

Site furniture, open space, sidewalks, and paving

Site lighting, parking layout, and signage

Natural features, landscape, and building placement

Entryways, signage, walls, and fences

Buildings placed to frame corridors

III. Site Guidelines

Site features and elements play a very large role in helping define the visual character of a community and are especially important for the new development taking place in Collierville. Overall compatibility between neighboring sites and a common design vocabulary for streetscape elements help create an attractive town. Within larger developments it is essential that signage, building lighting, parking lot lighting, landscaping, materials, and architectural treatments are carefully designed and coordinated.

A. Building Placement

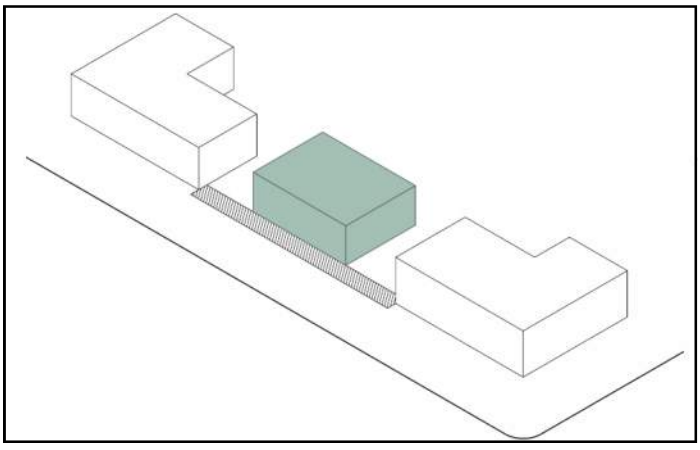
Building placement is a critical element for creating the kind of new development envisioned for Collierville. Proper building placement helps establish an architectural presence at important intersections by framing the corners. It can help define the street edge along corridors and create spaces for parking and for pedestrians to congregate. If designed properly, building placement can create continuity between developments. Building placement has two components:

- **Setback** is the space between a building and the property line.
- **Building arrangement** refers to the way that buildings are oriented to each other and to the street and how they are sited on a parcel.

1. Building Setbacks

Refer to the Zoning Ordinance for minimum setbacks for each zoning district.

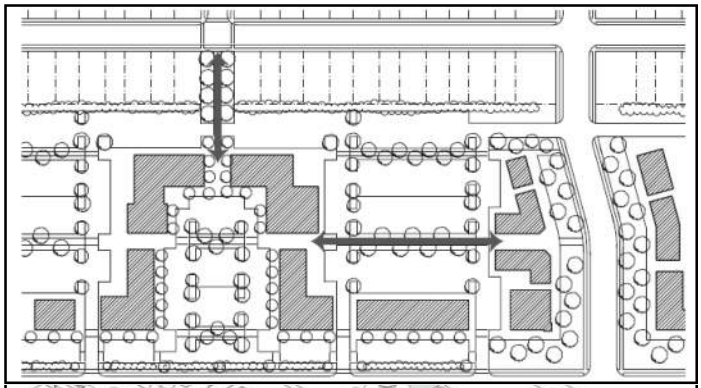
- Limit the setbacks of a new development to 20 percent of the average setback of appropriate existing development on a street to create a consistent street wall frontage and a consistent width of space along each street or corridor. Variation greater than 20 percent may be appropriate when adjacent to older developments set back behind large parking areas, when setting back buildings to create a public space, and at intersections (see page 15).
- Define the edges of streets and public spaces with building frontage, low site walls and landscaping, or decorative signage or entry features.
- Respect the setbacks of adjacent land uses to help minimize the impact of changes of land use.



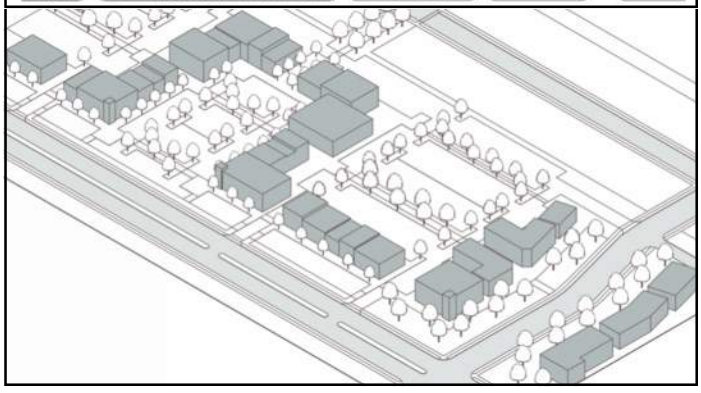
The setback of a new building should not vary more than 20% from the setbacks of surrounding buildings. The possible setback variation for this building is shown by the shaded area.

2. Building Arrangement

- Orient the front facades and main entrances of new buildings to public streets. Each side of a corner building that faces a street shall be considered a front facade of the building for design purposes. If a building does not have public street frontage, it should be oriented to any public space or its most visible side from the public realm. Buildings should respect the orientation of neighboring buildings and neighboring developments. Front facades should face front facades, and sides should face sides. A main entrance facade should never face another building's rear or service facade.
- Avoid orienting the back of a building to the front of another building, especially at a transition between land uses. Front-to-front relationships are preferred.
- Use compact building arrangements to reduce the feeling of seas of parking, encourage pedestrian activity and define space.
- Orient service areas to limit their impact on the public realm, on the development, and on any neighboring developments or uses. Coordinate the location and design of service areas with public access to buildings from parking areas.
- Building placement can define intersections most effectively when large areas of parking are placed to the side of and behind the buildings.
- Provide breaks in large developments and building masses to allow pedestrian connections between developments.
- When all sides of a building will be seen from public rights-of-way, they shall be constructed to mask utilitarian areas. Incorporate loading areas, service areas, and utilities into the design of the building, through the use of screening integral to the building's architecture.



Breaks in large developments provide pedestrian access to neighboring developments.



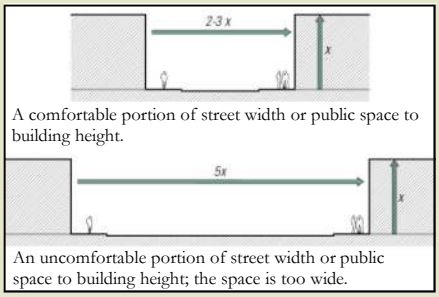
Define streets and spaces with building placement and respect the setbacks of neighboring development.

Character Imagery

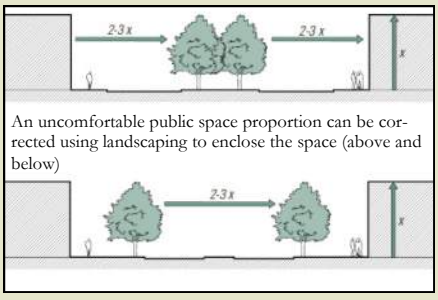
Building arrangement enhanced by landscaping

Buildings should orient towards the street

Minimal parking in front with pedestrian access



Defining Space with Buildings



Correcting Space with Landscaping

Character Imagery

Fountains and landscaping can define corners

A corner defined by public art and fencing

A store entrance at a well designed street corner

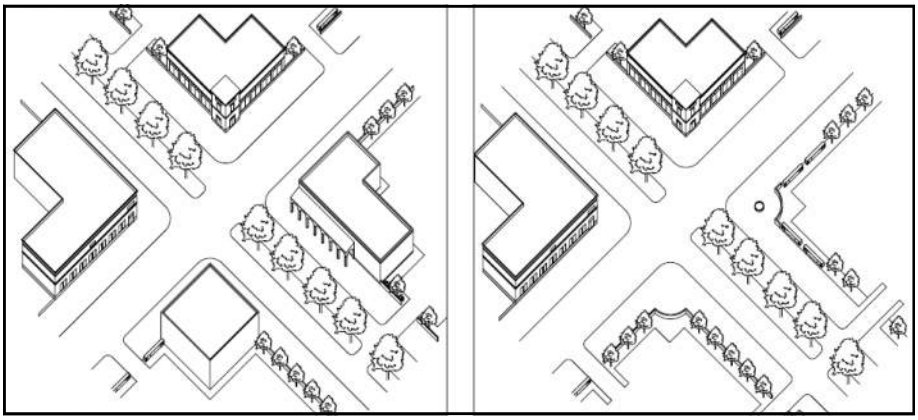
Architectural features provide interest at corners

A 3-way intersection with a park terminus

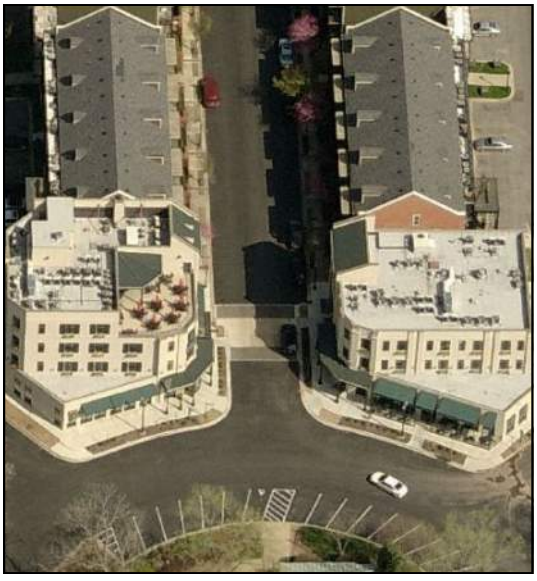
3. Intersections and Corners

Use building placement and special elements to define the character of an area at major intersections.

- Site buildings at the corners of major intersections; where appropriate, mark these intersections with special architectural features on corner buildings.
- Limit setbacks at major intersections and make them consistent with other buildings at the intersection so that the buildings define the space. Variation greater than 20 percent from the setback of other buildings on the street or corridor is permitted to bring buildings close to the street at corners.
- Define the edges of the streets at corners with building frontage or other features, such as low site walls and landscaping or decorative signage or entry features.
- Provide a focal point at major intersections, such as an architectural feature (a change in massing or a tower), public art, sculpture, a water feature, or special landscaping features.



Intersections can be defined by buildings (above left) or by other special features, such as walls, landscaping, monuments, or public art (above right). Building placement can define intersections most effectively when large areas of parking are placed to the side and behind the buildings.



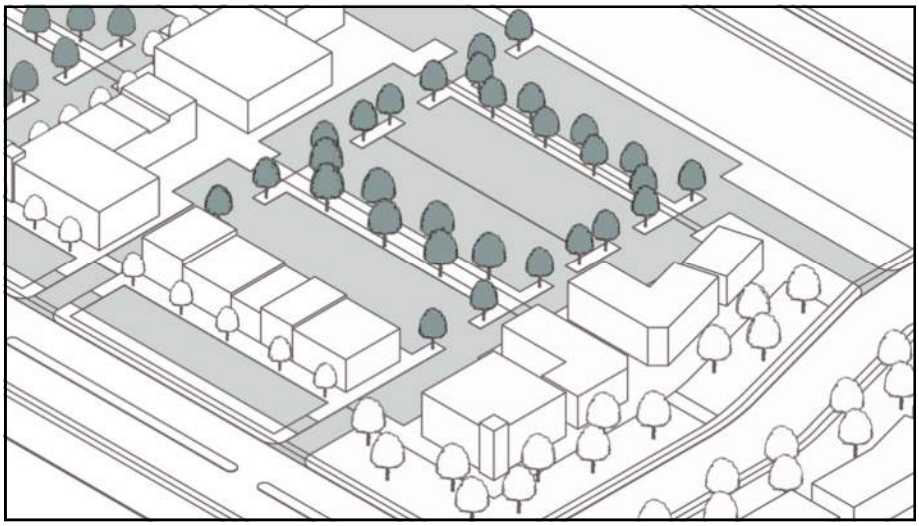
This hotel frames the intersection (left); a tower at the end of the street terminates the view (right)

B. Parking

Cars are so much a part of everyday life that space needs to be made for them wherever people live, work, and play. In this section, the guidelines will address how parking can be adequate and convenient but unobtrusive. These techniques are applicable to surface parking and parking structures for commercial, office, industrial, and multi-family residential uses. Refer to the Zoning Ordinance for additional requirements.

1. General Parking Guidelines

- All parking should be located and accessed for the most convenience for the users as well as the least impact on the character and image of the town.
- Provide shared parking when feasible to reduce parking lot area.
- Locate the majority of parking to the side and rear of buildings, allowing buildings and open space to be more prominent than parking lots.
- Orient buildings to roads and sidewalks with orientation to parking areas being secondary.
- The number and width of curb cuts should be the minimum necessary for effective on- and off-site traffic circulation. Whenever possible, curb cuts should be combined with adjacent entrances.
- All parking areas should be designed as an integral character-defining feature of the development to contribute to the quality of the image of the Town. Use landscaping, pedestrian amenities, paving, and site features to achieve this goal. Except for where driveways intersect with public streets and accessible parking marked with the International Symbol of Accessibility Parking Space Marking as specified by the MUTCD, only white striping and paint should be to designate reserved spaces and drive aisles.



Break large parking areas into modules using pedestrian paths and landscaping. Site large lots and big box users behind smaller buildings so buildings can front the street. Limit the parking between the buildings and the street to one double row.

Character Imagery

Landscape islands soften large parking areas

Break parking by landscaping between modules

Shade trees and lighting reduce parking lot scale

A safe pedestrian route through a rear parking lot

Limited parking in front; additional parking in rear

Character Imagery

Parking screened with landscaping & low walls

Landscape screening parking from streets and walks

Berms are an effective way to shield parking

A landscape berm effectively screening parking

Locate at least 50% of parking to the rear or sides

2. Surface Parking Lots

a. Reduce the amount and scale of parking lots.

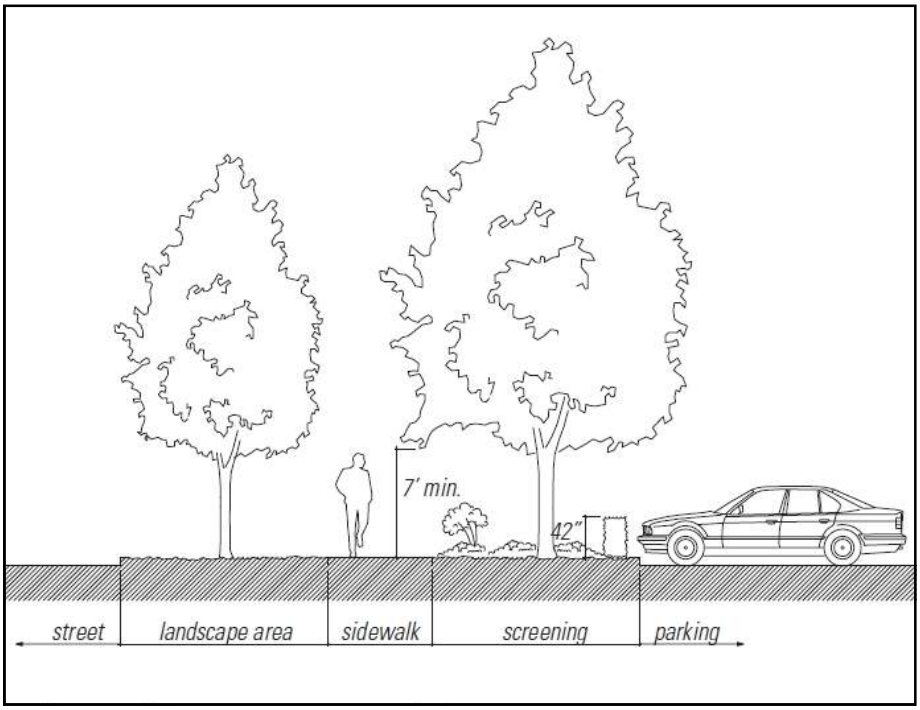
- Reduce the amount of parking lots through such methods as providing head-in spaces in front of shops, by sharing parking lots between uses, by creating off-site overflow lots, and by using pervious surfaces, such as grass pavers.
- Parking lots shall be divided into modules, or multiple smaller lots, with no parking area containing more than 50 spaces. Use techniques such as the natural topography, logically placed landscaped pedestrian paths to destinations, and linear aisles of plantings to separate parking areas. The minimum separation is a median of fifteen feet wide. Large expanses of asphalt shall not be used.
- Landscape islands shall be placed between every other bay of parking.

b. Site a portion of parking out of view.

- Locate a minimum of fifty percent of parking to the rear and sides of buildings.
- Limit the amount of parking between the street and principal buildings oriented to the street (such as out-parcels in shopping centers) to no more than one double row of nose-in parking between the building and the street to which it is oriented.

c. Screen parking from view from the public realm.

- Screen parking lots from streets, parks, pedestrian spaces, and from adjoining development using low fences or walls, berms, and/or evergreen plantings. Shrubs with a minimum mature height of 42" must be used. Such shrubs shall be allowed to grow to a minimum of 42" in height and continuously maintained at that height or taller for screening headlights and bumpers while allowing visibility for safety purposes.

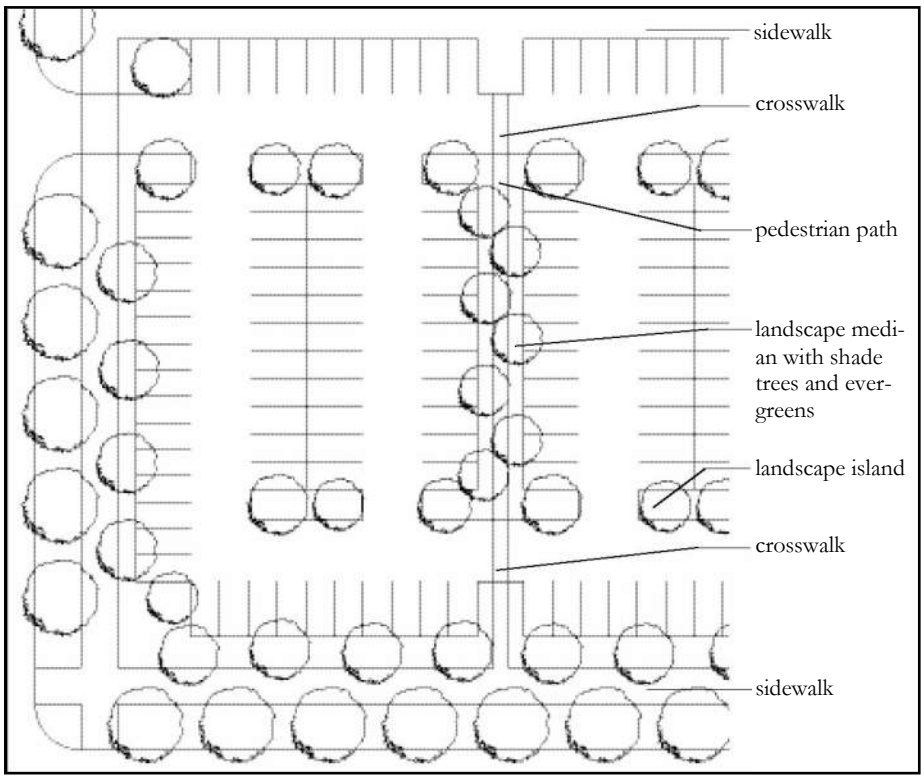


Landscaping can effectively screen parking areas from the street as well as provide separation between pedestrians and vehicular circulation, creating a safer and more attractive environment for pedestrians.

d. Provide landscaping within parking areas. Refer to Parking Lot Landscape Guidelines, page 27, for specific guidelines.

e. Accommodate pedestrian needs within parking areas.

- Provide clear pedestrian paths and crossings from parking spaces to main entrances and to the street.
- Plan parking so that it least interferes with appropriate pedestrian access and connections to adjoining developments.
- Include pedestrian walkways in planted medians to reinforce connectivity and separate pedestrians from vehicular traffic.
- Walkways within parking areas should be a minimum of five feet wide, not including any car overhang space.
- Orient parking bays perpendicular to building entrances to allow pedestrian movement down, rather than across, rows of parking.



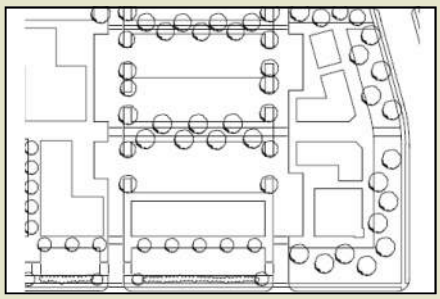
Use trees and shrubs to screen parking from view with a variety of forms, sizes, and colors. Landscape islands should be included at ends of isles, no more than every 15 spaces, along landscape medians containing sidewalks, and between parking lots and streets or drive isles.

Character Imagery

Sidewalks through parking lots improves safety

Textured colored crosswalks contribute to safety

Sidewalks along parking and landscape beds provide a safe place for pedestrians away from traffic



Pedestrian amenities in parking areas contribute to a comfortable environment

Character Imagery

Parking garages can reduce the parking footprint

Design parking garages of compatible character

Alley loaded garages in compact developments

Place garages behind front plane of buildings

Bike parking compatible with other site elements

3. Structured Parking

The incorporation of structured parking in large developments reduces the size of the footprint of required parking, leaving more land for open space and buildings. Its compact nature also makes it convenient for pedestrians.

- Parking structures shall be located so that they are screened from the public realm by other buildings or by landscaping.
- When a parking structure fronts a street, pedestrian path, or public space, the street level facade should be active with storefronts and display windows, architectural features such as bay divisions, and other pedestrian features. Openings shall have some form of screening, such as louvers or grills, to block views of cars and shield surrounding buildings and public spaces from the garage lighting.
- Design any detached parking structures to be architecturally compatible with their setting. Special attention shall be given to scale, massing, facade composition, and materials.
- Parking structures shall meet the building design guidelines outlined in Chapter 4 of this document.

4. Multi-Family and Attached Residential Garages

- Reduce the visibility of garages in multi-family and attached housing; do not allow a garage to become the primary architectural feature when a development is viewed from the street.
- Place garages behind the building setback and behind the main facade of the building, preferably facing the side or rear of the lot.
- Place garages and parking in the rear with alley access when feasible.

5. Bicycle Parking

- Provide bicycle parking facilities. They should be located in designated areas close to buildings and pedestrian paths.
- Coordinate the design, materials, and color of the bicycle racks with other site elements.

A parking structure can be softened by liner build-

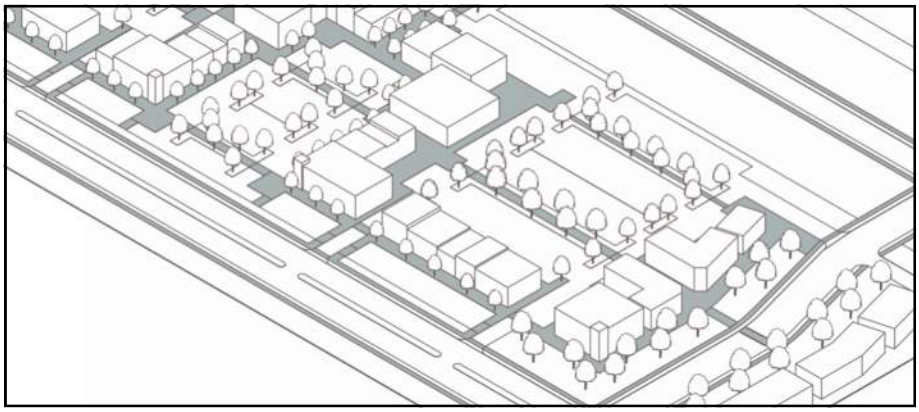
Rear-loaded basement carport parking is permitted where not visible (left); garages are preferred (right)

C. Paving and Sidewalks

Much of the hometown charm of Collierville comes from the pedestrian scale of the community and the numerous paths and sidewalks that are a part of the older sections of town. As the community continues to grow, the pedestrian network including sidewalks, designated road crossings, off road paths, and shared bicycle paths should be an important part of all new developments. Ultimately the pedestrian network should be as complete as the vehicular street network.

1. Pedestrian Network

- Create a complete pedestrian pathway system within a site, linking all buildings, parking areas and green spaces. Ensure that this network connects to nearby pedestrian pathways, amenities, and adjacent land uses.
- Provide, where feasible, unbroken pedestrian routes between developments. Place paths in a logical pattern where people will want to walk. Place sidewalks on both sides of all streets. Provide connections to the Greenbelt system.
- Provide crosswalks at intersections, at points of vehicular access, and in front of building entrances.
- Add designated pedestrian pathways through larger parking lots.
- Provide breaks in or passageways through large building masses to allow pedestrians to pass through, particularly through shopping centers.



A complete pedestrian network includes walkways though parking areas, to all building entrances, to neighboring development, and crosswalks at intersections, points of access, and at building entrances.

Scale, architecture, landscaping, lighting, paving, and amenities contribute to the pedestrian network.

Character Imagery

A clearly marked crosswalk at a store entry

An inviting connection through a development

A pleasant pedestrian route through a parking lot

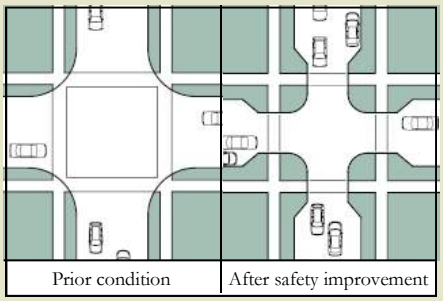
Collierville's character includes inviting routes

Textured crosswalk, landscape, and lighting

Character Imagery

Pedestrian route design may vary depending on the context and expected amount of foot traffic; the three examples above indicate various types of sidewalks in a commercial town center (top), a residential neighborhood, and in a natural area.

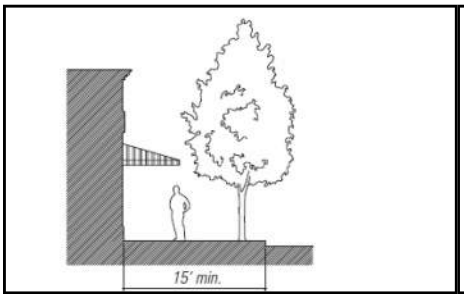
Textured pavement adds interest, improves safety



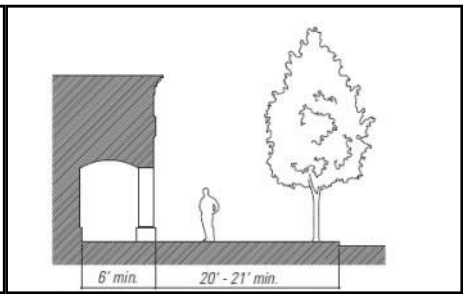
Bulb-outs corners to reduce crossing distance

2. Pedestrian Route Design

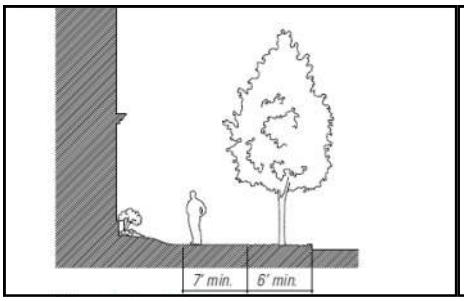
- Design sidewalks appropriately for the site and the expected amount of foot traffic. In commercial areas where heavy foot traffic is expected, sidewalks should be a minimum of fifteen feet wide. In less heavily traveled areas, a minimum width of ten feet may be appropriate. Sidewalks in residential areas can be a minimum of five feet, depending on the type and size of the street. Sidewalks connecting parking to buildings should be a minimum of five feet wide for commercial or office uses, not including any car overhang space. Walkways along commercial buildings where there are not building entrances or active storefronts, such as in office developments, should be at least seven feet wide and should be separated from the building by a planting area of equal width, though wider is appropriate for taller buildings.
- Separate sidewalks from vehicular traffic by providing a landscape zone or other physical and psychological barriers such as on-street parking, street trees in grates or planters, or street furniture. Landscape verges containing trees should be a minimum of ten feet wide.
- Design crosswalks to highlight their visibility using techniques such as slightly raising them, making them wider, constructing them of materials other than asphalt, and by using bulb-out corners that reduce their length.
- Excessive curb cuts for vehicular access across pedestrian ways shall not be allowed. Where curb cuts are necessary, mark them with a change in materials, color, texture or grade.
- Ensure that new paving materials are compatible with the character of the area. Cobble stones, scored concrete with broom finishes, colored, exposed aggregate concrete, and brick or unit pavers are examples of appropriate materials. Large expanses of bright white or gray concrete surfaces shall be avoided.



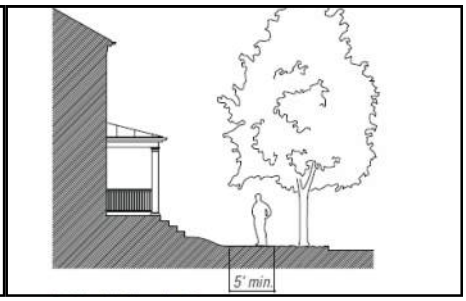
Commercial area sidewalk design



Commercial area sidewalk design with arcade



Office park sidewalk design



Residential sidewalk design

D. Bicycle Routes

1. Bicycle Network

- Provide for bicycle traffic along major corridors and between major destinations, with particular emphasis on connecting residential areas to the Town Square, schools, recreation areas, and commercial centers.
- Provide new bike paths to connect to planned or existing municipal paths or paths of adjoining developments.
- Provide facilities to store or lock bicycles at appropriate sites, including schools, major recreation areas, office parks, public institutions, and large commercial centers.
- Develop an easily identifiable graphic system of signs and road markings to designate bicycle routes and crossings.
- Provide connections to Collierville's Greenbelt.

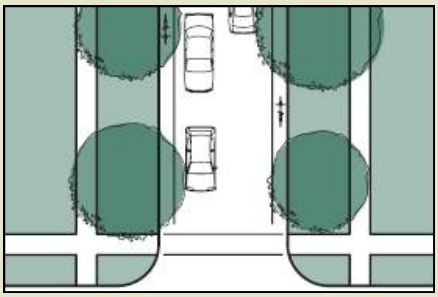
2. Bicycle Route Design

- Design bicycle routes appropriately for the location and the expected amount of traffic. Bicycle paths may be separated from vehicular traffic completely, they may be designated within the vehicular roadway, or they may share the road with cars, depending on the type of road and the amount of car and bicycle traffic.
- Where bicycle routes cross streets, design the crossings to highlight their visibility by slightly raising them, by making them wider, by constructing them of materials other than asphalt and by using bulb-out corners that reduce their length.

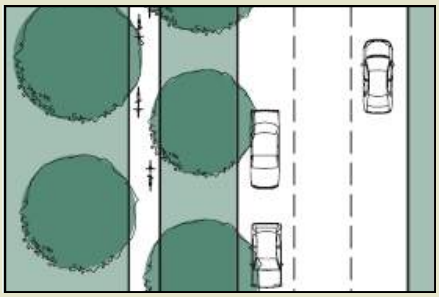
A dedicated bike lane in the street should be clearly marked and designed for the adjacent traffic speed

The design of bicycle lanes should include highly visible pavement markings (left) and signage (right).

Character Imagery



Mark bike lanes in the streets (slower speeds)



Separate bike lanes adjacent to high speed traffic

A bike lane separated from traffic by landscaping

A dedicated bike lane beside on-street parking

Highlight bike lane for visibility at intersections

Character Imagery

Plazas are often used at the core of town centers

Institutions are often centered on civic space

Natural areas are passive informal amenities

Useable open space surrounded by homes

A lakefront gazebo within a useable open space

E. Open Space, Landscaping, and Screening

Landscaping plays many roles in a community. It provides scale and enclosure; it provides shade and buffers; and, it creates cool, inviting gathering places in commercial districts and residential areas alike. It can tie together the character of a development, reinforce connections between neighborhoods, and provide a barrier to unsightly views. All developments should include well-designed open spaces and landscaping as an integral part of the project to highlight entryways, to soften parking lots and buildings, to buffer the transitions between uses, and to create an image of quality throughout Collierville.

1. General Landscape Guidelines

a. General Guidelines for All Development Types

- In order to minimize run-off and provide adequate open space, sites shall provide two types of open space, which must be calculated separately (although the areas devoted to these purposed may overlap):
  - **Pervious Area**: At least 30% of the gross site acreage is required to be pervious area, except on industrial sites where the minimum is 20%.
  - **Usable Open Space:** Of the gross site acreage, 9% of residential developments (attached dwellings developments, planned developments with COS) and 3% of retail, office, or mixed-use developments with a total of at least 10,000 square feet in the project and five or more occupants to a site, shall be designed as usable open space. This is a separate requirement from the minimum pervious area or the common open space requirements in the Zoning Ordinance for planned developments, but usable open space is very appropriate to count towards those requirements. To be eligible for meeting the usable open space requirement, each individual usable open space in a nonresidential or mixed-use development shall have an area of at least 2,500 square feet. Each individual usable open space in a residential development shall have an area of at least 5,000 square feet (see also Appendix V for how to measure).
- Pervious areas shall be covered with a variety of trees, shrubs, ground cover, and sod, or with materials like mulch, not exposed gravel or rock. Mulch shall be comprised of a naturally-colored and organic material (e.g. hardwood, cypress, pine straw)(see Appendix III). Pervious pavement and concrete may be considered on a case-by-case basis.
- Landscaped areas shall be located along site boundaries, within parking areas, along unlined drainage or storm water management systems and detention/retention basins, around buildings, and at building entries.
- Use minimum sizes and species from the recommended plant list (see Appendix III). They should be appropriate for site conditions including available sunlight, water and root and canopy space.
- All landscaped areas and parking islands (excluding naturalized or tree preservation areas) shall be served with an irrigation system suitable to supply water to all plant materials, including trees.
- See Page 25 for how to incorporate mature trees into open space. When possible, existing natural features and open spaces to provide an effective transition between uses. Otherwise, the design of a green space or plaza can provide a public amenity and soften a transition.

- Consolidate landscape zones into areas large enough to give a natural character to a site rather than randomly distributed in small and narrow open spaces that do not match the context and scale of the project.
- Open space areas should be contiguous to the Town's Greenbelt system whenever possible, with pedestrian connections made if practical.
- Use trees along pedestrian routes to provide shade and define edges.
- Tree planting is not permitted within utility easements.
- Trees planted within a sidewalk or hardscape area require a protective grate or planting zone of a minimum of five feet by five feet.
- Where site run-off requires detention/retention areas, consider designing them as usable open space. Storm water retention ponds can be used to create new park-like settings or natural areas within a development by adding fountains, creating pathways around the ponds, and adding landscaping to enhance the park-like setting. Generally, avoid fencing around such ponds. In some cases, limited architectural fencing of modest height may be included to enhance the park-like setting.

b. Usable Open Space Defined

Usable open spaces must be clearly delineated on plans submitted to the Town for review and calculations must be provided separately from the minimum pervious area. To be considered "usable" open space, the portion(s) of the site must be classified in one of two ways:

- **Active Recreational Areas:** Land occupied by active recreational uses such as pools, ball fields, playgrounds, tennis courts, pedestrian trails, and clubhouses used primarily for recreation purposes.
- **Formally Planned Areas:** Formally planned and regularly maintained areas including arranged plantings, gardens, gazebos or similar structures, fountains, sculpture, and other forms of public art, squares, forecourts, plazas, private parks, or private greenbelts must be designed in accordance with the standards in this subsection to qualify as usable open space. Formally Planned Areas must contain certain features found in the "Site Elements" portion of this chapter

The following are not appropriate to be considered as "usable" open space unless they support passive recreation uses by providing access, gentle slopes of no steeper than four-to-one (4:1) and include pedestrian elements such as paths and benches:

- Natural hazard areas such as floodplains, floodways, slopes exceeding 14 percent, and areas with soils unsuited to development;
- Wetlands, drainage canals, lakes, ponds, streams, and rivers;
- Prime agricultural lands, including existing pastures (in use or otherwise);
- Woodland forests, natural fields, and meadows;
- Wildlife habitat areas for threatened and endangered species
- Cultural resources such as graveyards, battlefields, or other archaeologically significant areas; and
- Certain stormwater management devices. Up to one-half of the land area occupied by stormwater management systems, including retention/detention basins, and other bio-retention devices may be counted as usable open space when such features are treated as a site amenity.

CHARACTER IMAGERY

Detention areas can be used as an amenity

Drainage not creating interest is discouraged

Preserve landmark trees where possible

Useable open space will trails and seating areas

Incorporate existing trees and trails into parks

Character Imagery

Median landscaping improve street aesthetics

Combine street trees with other landscaping

Attractive use of perimeter landscaping

Street trees 40' on-center in a double row

An example of an attractive, pedestrian friendly streetscape in a traditional neighborhood

2. Preservation and Expansion of Existing Tree Canopy

The purpose and intent of the Town's tree protection and planting requirements is to promote the health, safety and public welfare of the inhabitants of the Town of Collierville by preserving or increasing the tree canopy coverage within the community. This is done through a mixture of existing tree preservation and new tree plantings.

a. Preservation

- The existing topography and vegetation should be preserved intact as much as possible to minimize disruptions in drainage.
- Large existing specimen trees and existing forested areas should be incorporated into site design to the extent possible, and features such as mature woods and riparian areas retained. Per § 151.268 of the Zoning Ordinance, existing viable trees meeting the minimum size requirements for new plantings, and that are protected by appropriate tree protection fencing, may be credited towards the required number of trees, with specimen trees being counted as the equivalent of three new trees.
- The exact location, health, species, and size of all specimen trees (24" or larger DBH) should be shown on development plans and whether they will be preserved or removed. If existing trees 2" or larger are to be used to demonstrate compliance with the Overall Required Plantings of § 151.268(E) of the Zoning Ordinance, they also need to be surveyed.

b. New Tree Plantings

- New tree plantings are required per § 151.268(E) of the Zoning Ordinance.
- When there is not sufficient space on site to plant all of the required trees, there are opportunities to plant new trees by contributing to the Town's Tree Bank program as outlined in § 151.268 (I) of the Zoning Ordinance.

3. Street and Site Perimeter Landscaping

A consistent landscape treatment along public streets enhances the appearance of the public domain and provides an attractive unified setting for variations among individual developments.

- Sidewalks should be set back a minimum of 5 feet from the curb to provide a landscape area between the pedestrian space and vehicular traffic. Planting is not permitted within utility easements. Street trees should be planted between the curb and the sidewalk to visually define streets, to enhance the pedestrian environment, and to increase pedestrian comfort and safety by providing a barrier between the traffic and the sidewalk. A minimum planting area width of 10 feet is required for planting street trees. Where this is not possible, street trees should be planted behind the sidewalk in the required Front Yard Open Space (see Appendix II) when there is a minimum planting area width of 10 feet between a sidewalk and a structure. Any street tree planted within 5 feet of a sidewalk requires the installation a Town-approved protective root barrier.
- Trees planted within a sidewalk require a protective grate or planting zone of a minimum of 5 feet by 5 feet.
- Street trees should be planted between 25 feet to 50 feet on center, based on the tree's size at maturity (see Appendix II).

4. Entryway Landscaping

- All entries to developments shall be highlighted with ornamental shrubs, ground cover, and small trees of special detail, color, scale, and variety in addition to the required street tree landscaping.
- The design of entryway landscape features should respond in scale to the entry and buildings and in plant material to the rest of the site to reinforce the character of the development.
- Landscaping at corners of intersections and of driveways should be carefully designed so as not to block sight lines or create a safety hazard for vehicles and pedestrians.

5. Building Foundation Landscaping

Buildings shall be softened with landscaping and pedestrian amenities such as seating. Thirty to forty percent of a commercial building's frontage shall have some form of foundation plantings. Building foundation landscaping shall be designed to respond in scale to the building and in plant material to the rest of the site.

- **Conventional building types set back from the road:** Walkways along these buildings shall be separated from the building by a landscape area of at least 5 feet, and preferably an equal width, although wider landscape areas are encouraged for taller buildings and wider walkways. Use ornamental plants and ground covers with evergreen plantings as a backdrop. Berms are also appropriate.
- **At building entrances, active commercial storefronts, and other buildings built to the back of the sidewalk:** Although ornamental plants and ground covers with evergreen plantings as a backdrop are appropriate along the building foundation, as an alternative, trees, shrubs, and ground cover shall be provided in any combination of pots, raised planters, hanging baskets, window boxes, espalier, trellis structures or cable systems, tree pits, or tree wells, to serve as foundation landscaping as depicted in Section III C.(2).

Multiple layers of foundation plantings

Ornamental plantings create visual interest

Evergreens provide year round interest

Vary the height and form of plantings

CHARACTER IMAGERY

A bridge used to create a sense of arrival

Landscaping used to accentuate entry signage

Planted medians are appropriate entryways

Attractive integration of plants and signage

An entry wall with planter bed and iron fencing

CHARACTER IMAGERY

Shade trees can reduce heat in parking areas

Use shade trees and shrubs in parking lots

Landscape island with varieties of plantings

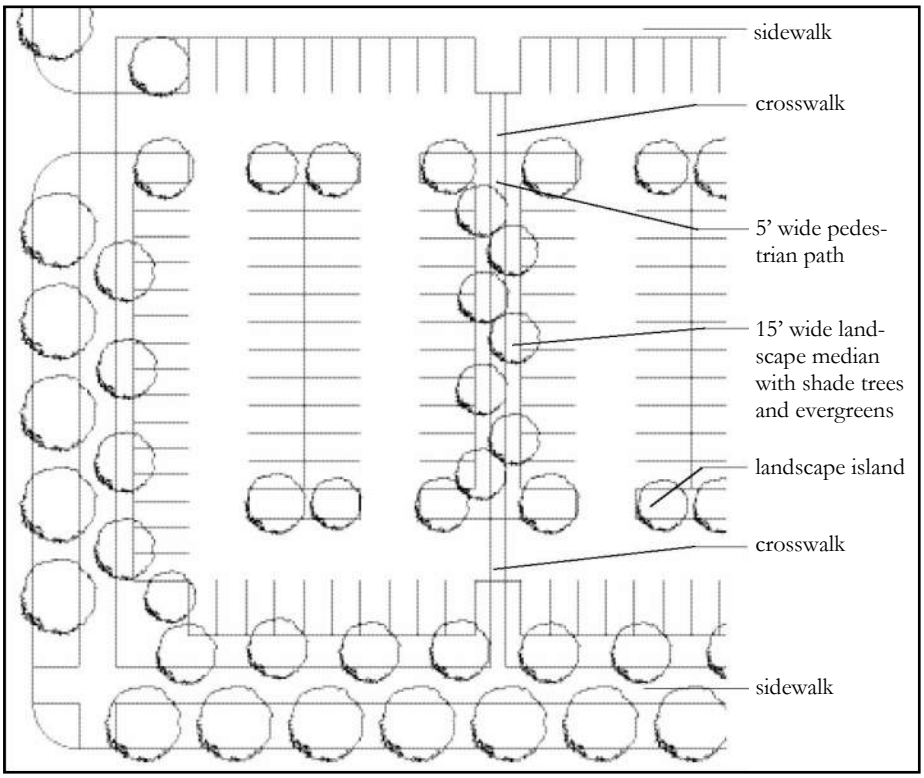
Space islands no more than 15 spaces apart

Use landscaping and berms to shield parking

6. Parking Lot Landscaping

The landscaping of the interiors and perimeter of parking lots is required. Landscaping the interiors of parking lots softens the appearance of large expanses of pavement and provides shade for cars and pedestrians.

- The interiors of surface parking lots should have no more than fifteen spaces without a landscape island, which should be a minimum of ten feet wide to provide adequate space for landscaping. The minimum requirement for landscape islands is 200 square feet and one shade tree per fifteen spaces.
- Parking blocks (of 50 spaces or more) should be separated by a landscaped median that contains a pedestrian path. The minimum width for a median is fifteen feet.
- Separate parking aisles with medians planted with shade trees and evergreen plantings along the length of the islands. Avoid isolated islands of single trees; instead, provide landscaped tree aisles between every other row of cars.
- Perimeter parking lot landscaping shall be provided for all parking lots, to screen parking from view from streets, public areas, and adjacent uses. Along public streets the perimeter landscape area shall meet the standards in the Minimum Front Yard Open Space Requirement table in Appendix II of this document. The use of berms, landscaped hedges, or low walls, or a combination of these techniques are effective screening methods.
- The areas surrounding shopping cart corrals shall be landscaped for screening from any streets or public areas, and as much as possible from the rest of the site.



This diagram illustrates a parking lot with appropriate tree plantings that is pedestrian friendly

- All parking lot landscape areas should contain trees as the primary landscape element to provide shade and visual barriers. Trees shall be complemented by the use of shrubs, ground cover, and ornamental plants. Eighty percent of the trees shall be shade trees, the remaining twenty percent evergreens. Use trees of sufficient number and size at maturity to shade a substantial portion of the lot. Consider orientations that will provide the greatest shade during summer months. Smaller, more decorative trees can be used closest to buildings.
- All parking lot landscaping should take into consideration the safety and visibility of pedestrians and vehicles, keeping hedges, walls, and groundcover low enough for safe visibility by pedestrians throughout parking areas, and from within cars, especially at entrances.

7. Fences, Walls, Hedges, Screening, and Berms

Fences and walls help define edges along major roadways and property lines and provide screening when landscaping alone is insufficient. They can serve as screens for service and loading areas. Berms and landscaped screens provide similar functions. Finally, a buffer of landscaping, possibly in combination with a fence, wall, or berm, can serve to screen less intensive uses from undesirable views, noise, and light. Fence permits may be required per §151.006(C) of the Zoning Ordinance.

a. Locations

- Fences shall be set back from the street right-of-way to allow a clear area for utilities and landscaping.
- Fences, walls, and screens should be located and designed so as not to compromise safety by blocking vision, especially at intersections. Refer to §151.006(C) of the Zoning Ordinance and American Association of State Highway and Transportation Officials (AASHTO) standards for specific requirements.
- Consult Appendix II for applicable buffer yards along public streets and between adjacent properties. Fences or walls may be required in these buffers.

b. General Design

- Choose high-quality designs and materials, such as brick, stone, metal, and wood. Select materials used elsewhere on the property or the structures within the site. The use of brick, stone and metal is encouraged because of longevity and the reduced cost of maintenance for homeowner associations and property owners.
- Black or dark green vinyl-coated chain link fencing may be used for government facilities, animal care facilities, and public and/or institutional sports facilities.
- Wooden fence boards should be naturally rot resistant wood (redwood, cypress and cedar). Opaque stains should be used on pressure treated or unpainted wooden fences.
- Fence stringers (the structural framing of the fence) shall be located facing the interior of the lot or development, with the finished side facing out toward the public realm.
- Use a scale and level of ornateness of the design on any new walls and fences that relate to the scale and ornateness of the building(s) within the site. Use simpler designs on small lots.
- When solid or opaque walls or fences stretch longer than 50 feet, use vertical brick or stone piers to provide a break in the wall or fence. Required plantings and street trees should be used in conjunction with a wall or fence to break up a long expanse.
- Design fences to be attractive from the public realm as well as functional for screening.
- Avoid exceeding the average height of other fences and walls of surrounding properties.

CHARACTER IMAGERY

Parking area shielded from view by a berm

Parking area shielded from view by landscape

Trees and shrubs screening a parking area

Landscaping with fencing improve aesthetics

Screen walls are allowed atop retaining walls

CHARACTER IMAGERY

Attractive high quality fencing materials

3 or 4-rail horse fence creates rural character

Fencing often sets the character of a site

Vinyl chain link fence & screening between uses

Opaque fencing and trees create transition

- A fence or wall being installed that varies in height with adjoining fences or walls should transition the height of the fence to match the adjoining fence per §151.006(C)(11).

c. Commercial

- In non-residential areas, fencing may be up to eight feet in height.
- Screening of service areas, dumpsters, storage, and mechanical appurtenances may be taller than eight feet; this screening shall be at least two feet taller than the item being screened.

d. Industrial

- In industrial areas, the maximum height for fencing is fifteen feet for exterior storage areas, with stored materials at least two feet below the height of the screening.
- Black or dark green vinyl-coated chain link fencing may be allowed for side and rear yards of industrial sites that abut industrially-zoned property.

e. Multifamily Residential

- No fencing in residential areas may exceed six feet in height.
- Consult Appendix IV for additional fencing that may be required along public streets for attached dwellings.

f. Single-Family Residential

- For front yard fencing in residential areas, opaque fencing (over 75% solid) should be avoided except for brick or stone walls. Appropriate fencing types include wood picket fencing, decorative metal fences, brick, stone, and combinations of brick, stone, and decorative metal. The maximum height of front yard fencing should be 48".
- Privacy screening within common open space shall be provided in cases where single-family residential lots back up to adjacent to roadways.
- Any development along a collector or aerial roadway (per the Major Road Plan) with reverse frontage lots shall include a buffer along the non-accessible side of the development with a minimum a 6-foot tall, 75% opaque masonry (brick or stone) wall. Instead of masonry, textured precast concrete panels may be appropriate on a case-by-case-basis. The buffer shall contain street trees, upright evergreen trees, and evergreen shrubs. See Appendix II for the applicable buffer widths.

f. Buffering and Screening Between Land Uses

- Transitional landscape screening between uses and developments should consist of a densely planted buffer strip to provide an adequate visual screen. The screen should be of appropriate plant materials to form an effective buffer for all seasons. Mature vegetation should be retained in such areas and supplemented as necessary by new vegetation to screen sight lines.
- Transitional screening must include either an opaque fence six feet in height or a three foot high berm planted with a heavy evergreen screen. Dense plantings should include street trees planted 40 feet apart and a continuous hedge or shrub row.
- Sound protection in the form of earth berms or solid masonry walls should be provided where service areas are adjacent to residential areas. Additional planting area may be required to provide for adequate screening.
- Transitional screening shall be located outside any easements.
- Refer to the landscape plates in the Appendix II of this document and §151.268(D) of the Zoning Ordinance for additional transitional screening requirements.

8. Site Elements and their Relationship to Usable Open Space

Formally Planned Areas counted as usable open space must contain all four of the elements below. The design of all site elements, including benches, trash receptacles, railings, bollards, and planters, should be coordinated in style, materials, and color with each other and the development's architecture, lighting, and signage.

a. **Plantings:** Use trees along pedestrian routes and seating areas to provide shade and define edges.

b. **Seating Areas:** Benches, chairs, and/or tables shall be provided. Appropriate materials are metal, stone, or wrought iron. The use of treated lumber or unfinished wood (unless it is teak) is prohibited. Trash receptacles, if provided in these areas, should be compatible with other site and building elements and made of durable materials (metal, wrought iron, stone, or similar).

c. **Enclosure:** A sense of enclosure should be created through the use of a hedge, low fencing, or bollards. Bollards used anywhere on a site should be constructed of metal and painted to match the associated building, preferably dark colors. Bollards should be at least three inches in diameter. Planters may not be constructed of unfinished wood or plastic. Alternate materials can be considered on a case-by-case basis. Planters should be compatible with other site and building elements.

d. **Lighting (where appropriate):** Usable open space (excluding informal designs, naturalized areas, and similar spaces) must have some form of illumination (light bollards, ornamental lighting, illumination from parking lot lights) for safety and to extend usage.

Site elements may include bollard bicycle racks, planter pots, benches, and trash receptacles

Character Imagery

Attractive elements improve the pedestrian realm

Coordinate design/colors with other elements

Planters and bollards define a plaza space

Town of Collierville custom site elements

Site elements should be compatible in design

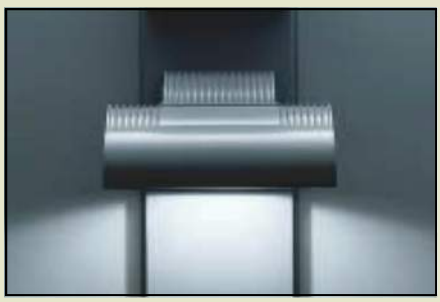
FIGURE III.F.1.
CHARACTER IMAGERY

Fully shielded decorative light pole fixture

Neutral-colored pole with concrete base

Lighting style coordinated with architecture

Appropriate lighting of architectural features



Wall sconce accent light with full cut-off

F. LIGHTING

Lighting plays an important role and can reinforce an image within a site or along a corridor, or at an intersection when coordinated between sites. Lighting serves to illuminate parking areas and pedestrian paths and may be used to highlight architectural features and displays. Collierville takes a strong lead in ensuring that developments do not install excessive lighting and that light sources are shielded so that they only serve the specific function for which they were intended. The intent of these guidelines are not to be inclusive of all of the Town's regulations about lighting but it will serve as a guide for design professionals, Board of Mayor and Alderman, Design Review Commission, staff, developers, and property owners for use during the Preliminary Site Plan process, and will ultimately produce a more complete Final Site Plan, which is reviewed administratively by staff. It provides guidance for those seeking approval of lighting as well as a guide for the Town to review lighting request. For complete information about Collierville's Lighting Regulations, see the Collierville Zoning Ordinance, Sec. 151.003 and 151.190, herein referred to as, "The Lighting Ordinance."

1. General Lighting Guidelines

- A lighting plan should provide appropriate and desirable nighttime illumination for all uses, keeping the minimum level necessary for safety.
- Apply light pollution control to the proposed lighting to minimize the impacts of misdirected upward and trespass light.
- The lighting plan should coordinate with the landscape plan, removing conflicts between trees/landscape material and light fixtures.
- All pedestrian areas must be well lit.
- Factor the protection of adjoining neighboring uses into the lighting plan design, specifically verifying that the proposed lighting will not negatively impact residents.
- White light is required with a color temperature not to exceed 5,000K.

2. Architectural Lighting Guidelines

- Lighting should be designed to blend with the architectural and landscape themes of the site by coordinating it with the design of light fixtures, other site elements, architecture of the building, and with the lighting of surrounding developments and public spaces.
- Light poles should be a neutral color, such as bronze or black.
- Concrete bases of light poles may not be painted.
- Anchor bolts are to be concealed with a matching cover.
- If the lighting illuminating the building facades is for design purposes, then vertical foot-candle calculations must be submitted for review per the Lighting Ordinance. Only accent lighting used to enhance architectural character of specific structural elements in a selective fashion and kept to a minimum is allowed.

3. Light Source Shielding

- Light fixtures should be shielded and directed from neighboring properties, sidewalks, pathways, driveways, or public rights-of-way in such a manner as to prevent distractions to traffic as required by the Lighting Ordinance.
- Light fixtures proposed under canopies, such as a gasoline station canopy, an entrance canopy, a bank or restaurant drive through canopy, or an entrance canopy should be fully recessed with the bottom of the lens flush with the bottom of the canopy as required by the Lighting Ordinance.
- Pole mounted lights must be full cutoff fixtures. In addition, building mounted lights (other than decorative only fixtures) must be cutoff or full cutoff type fixtures.
- All fully shielded light sources (full cut-off) are required to be shielded so that light emitted from the fixture, directly or indirectly, is projected below a horizontal plane through the lowest point of the fixture where light is emitted.
- All flood light lamp sources must be shielded by using "barn doors", glare shields, fixed hoods, or grid louvers.
- Decorative wall mounted fixtures using lamps with 60 watts or more must have the lamp source shielded as required by the Lighting Ordinance.
- Lights used for illuminating a sign must be aimed and shielded so that direct illumination is focused exclusively on that sign. Top down mounting of lighting fixtures is acceptable.
- Lighting proposed for signage should be screened as required by the Lighting Ordinance and Sign Ordinance.

4. Light Fixture Height

- Building-mounted light fixtures and the free-standing light fixtures must be in proportion with the building and may not exceed the building height. All freestanding light fixtures proposed to exceed the height of the building shall be noted and shall have been submitted as a special case for approval. For example, in a development with multiple buildings of various heights, fixture height may be permitted to exceed the height of the shortest building because providing the same fixtures throughout the development may be more appropriate than limiting fixture heights to the height of each individual building.
- Pedestrian areas are required to be lighted with appropriately scaled poles and luminaries that are typically ten (10) to fourteen (14) feet.
- Ground-oriented, pedestrian-scale lighting may be used as an alternative to standard pole-mounted fixtures along pedestrian paths to parking lots and other destinations.

FIGURE III.F.2.
CHARACTER IMAGERY

Recessed or flush canopy lighting is required

A fully shielded decorative wall light

Kim lighting illuminating signage

Appropriately scaled pedestrian light fixture

Examples of shielded floodlights by Kim

FIGURE III.F.3.
CHARACTER IMAGERY

Accent lighting of façades and plant material

Acceptable sports field lighting

Acceptable sports lighting by Holophane

Underwater lighting is exempt

Gas lights are exempt

5. Decorative Architectural Lighting of Buildings, Arbors, Landscaping, and Similar Features

- Illuminated tubing or strings of lights outlining property lines, rooflines, or wall edges of buildings, and string lighting, added to arbors, pergolas, between buildings over pedestrian ways and outdoor seating areas are considered decorative lighting, and will be reviewed on a case-by case basis. This provision excludes holiday lighting.
- Any decorative architectural lighting must be selected, located, aimed and shielded so that direct illumination is focused exclusively on the building façade, plantings, and other intended site feature and away from adjoining properties and the public street right-of-way.

6. Sports Lighting

- If sports lighting is proposed, it shall be furnished with glare control with the lighting fixtures mounted and aimed so that illumination falls within the primary playing field and immediate surroundings. No direct light illuminations may be directed off site. All sports/recreational lighting will be reviewed on a case-by-case basis.
- The mounting height of outdoor sports field and outdoor performance area lighting fixtures may not exceed eighty (80) feet from finished grade unless approved by the Design Review Commission. There shall be no adverse effects on surrounding properties.
- Lighting for outdoor recreational facilities, or for outdoor performances, must be extinguished by 11 p.m., except to conclude such activity or performance conducted prior to 11 p.m. This requirement must be noted on the development plans.

7. Exempt Lighting

The following lighting types are exempt from the Lighting Ordinance.

- Individual residential lighting
- Lighting associated with permitted temporary uses, provided that the lighting meets standards of this ordinance
- Temporary outdoor light fixtures used as holiday decoration
- Government facility lighting necessary for public safety
- All outdoor fossil fuel lighting, such as gas lighting, producing light directly from the combustion of fossil fuels
- Emergency lighting, provided it is temporary and discontinued immediately upon abatement of the emergency necessitating it
- Underwater lighting used for illumination of swimming pools and fountains

8. Fixture Style

Fixtures shown within these Guidelines that are identified with by (T) are appropriate fixture styles in Traditional Areas and those by (C) are considered appropriate fixture styles in Conventional Areas. Traditional-style fixtures are considered appropriate anywhere in the Town of Collierville.

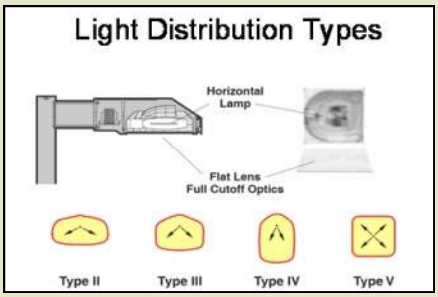
9. Technical Provisions

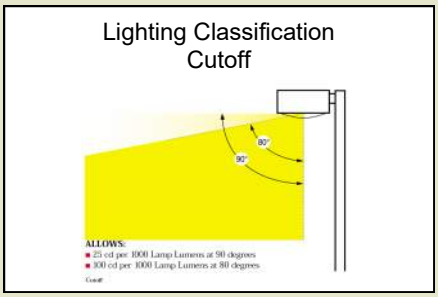
- Light corridors, measured from each exit used as a means of egress from a building to a public way, must meet Section 1006 of the 2003 International Building Code. Light corridors must be provided with a minimum of 1.0 footcandle for a width of 10 feet measured at ground level.
- Metal halide lighting is allowed throughout a site.
- Accent lighting and sign illumination may be incandescent, LED, or compact fluorescent as allowed by the Lighting Ordinance.
- The same light source must be used for the same or similar types of lighting on the site/development.
- Parking lot lighting and building lighting should be metal halide.
- Wiring for outdoor lighting must be concealed.
- All proposed lighting is required to meet the minimum Illuminating Engineering Society (IES) standards, and may not exceed 200% of the recommended values.
- All parking lot lighting must comply with the standards in Table 151.190-03, Parking Lot Lighting Levels and Table 151.190.02, Maximum Spillover (In Foot candles) of the Lighting Ordinance.
- The lighting plan must maintain uniformity in light levels across the site/development and prevent or minimize dark areas. The ratio of maximum to minimum lighting levels on a given site or parcel of land as measured in foot-candles at ground level, shall not exceed twenty-to-one (20:1) in residential developments or fifteen-to-one (15:1) in nonresidential and mixed-use developments. Some high security areas such as ATMs, vehicular canopies may need to be calculated separately. Furthermore large landscape areas that are non-illuminated may need to be calculated separated to maintain the uniformity.
- Light pole fixture height less than 50 feet from a residential district may not exceed 14 feet. Fixture height between 50 feet and 100 feet is limited to 25 feet. Thirty (30) feet is the maximum height allowed within 100 to 150 feet of a residential district.
- Wall pack lights are to be used to light unsafe service areas, not to draw attention to the building or provide general building or site lighting.
- The average lighting proposed under a vehicular canopy, considered a high security area cannot exceed an average of 20 foot-candles.
- A final letter of certification from the lighting engineer, qualified lighting professional, or lighting manufacturer will have to be submitted to the Town verifying that all site lighting is installed on the site according to Town standards, the approved plans, and any applicable conditions before certificates of occupancy are released.

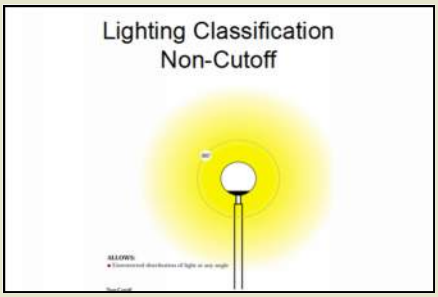
10. Aspects of Lighting the DRC has authority to review

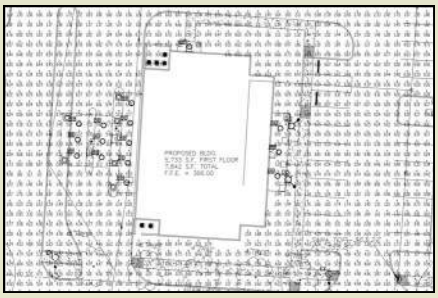
Aspect	Design Guidelines	Zoning Ordinance
Min/Max Light Levels on Drives and Parking		X
Fixture and Pole Style and Color	X	
Light Trespass	X	X
Light Color		X

FIGURE III.F.4.
CHARACTER IMAGERY









Photometric Plan

FIGURE III.F.5.

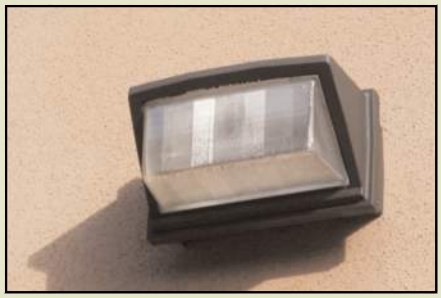
APPROPRIATE	INAPPROPRIATE	EXPLANATION
 Gooseneck fixture angled towards facade	 Gooseneck fixture with bulb exposed	Wall mounted gooseneck lighting, including the traditional fixtures shown, should be angled toward the façade or signage, minimizing exposure of the bulb and reducing glare.
 Full cut-off decorative fixture	 Unshielded decorative fixtures	Decorative lighting, including the traditional fixtures shown, should contain full cut-off shields to minimize glare and reduce light pollution, a goal of the Dark Sky Initiative. (Also see figure III.F6)
 Full cut-off pole fixture	 Drop lens fixture	Parking area pole-mounted lighting, including the conventional fixtures shown, should contain full cut-off shields to minimize glare, enhance security and achieve the intended goal of illuminate the parking lot.
 Full cut-off wall fixture	 Unshielded wall fixture	Wall mounted lighting is intended to accentuate architectural features and should illuminate vertically downward, such as the conventional fixtures shown, and not horizontal away from the wall.
 Canopy with light fixtures flush or recessed	 Canopy visible light fixtures creating glare	Canopy mounted lighting in portico's or fueling stations, including the conventional fixtures shown, should project downward to illuminate visitors only; canopy lighting should not create glare for those approaching or passing by the site.

FIGURE III.F.6

BETTER LIGHTS FOR BETTER NIGHTS

Help eliminate light pollution. Select the best fixture for your application using this guide. Use the lowest wattage bulb appropriate for the task and turn off the light when it's not being used.

PROHIBITED **PERMITTED**

T - Traditional Permitted Light Fixture
C - Conventional Permitted Light Fixture

Based on the
Dark Sky Society
www.darkskysociety.org
Illustrations by Bob Crelin provided for the
Town of East Hampton, NY 2006

FIGURE III.F.7.

FIXTURE STYLE

Acceptable shielded sign lights

Acceptable shielded wall fixtures

Acceptable shielded pole fixtures

Acceptable shielded bollard fixtures

Acceptable shielded decorative fixtures

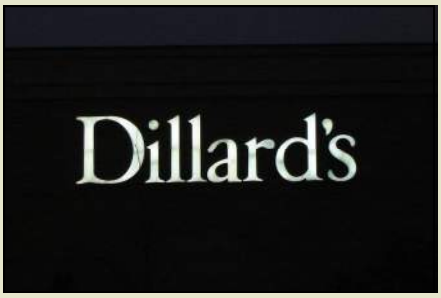
CHARACTER IMAGERY

Planned development sign

Internal development directional sign

Signage proportional to the building

Appropriate gooseneck exterior lighting



Internally lit signs must be white

G. SIGNS

Various types of signs are found throughout the community. Signs on privately owned sites are primarily designed to attract and direct customers and visitors to these properties. While commercial corridors, shopping centers, big box retail establishments, commercial planned developments, and office parks all need signs or, in some cases, sign systems, the community goal is to regulate them in a content neutral manner in order to maintain an overall attractive community, both aesthetically and economically.

Anyone planning a sign in the Town of Collierville is strongly encouraged to consider the character of the proposed sign, not only in and of itself, but also in terms of the effects a sign will have upon the character of the surrounding area. Signs can complement or detract from the character of a building, therefore particular attention should be paid to the way in which the sign will be read and whether its design, size, materials, shape, illumination, location, configuration, and character are appropriate to its intended audience or whether a more appropriate sign could better serve its intended purpose and, at the same time, be less visually disruptive. Finally, the character of the sign structure (the physical means of supporting the sign), and whether that structure could be made an integral part of the sign rather than a separate and frequently distracting element, should be considered.

Collierville's sign requirements ensure that signs are well designed, pleasing in appearance, and provide incentive and latitude for good design. For complete information about Collierville's Sign Regulations, see the Collierville Zoning Ordinance, Sections 151.170 through 151.183.

1. General Signage Guidelines

- Design, scale and place signs for both automobiles and pedestrians.
- Signs should be kept to the minimum number and size necessary.
- All signs and components shall be kept in good repair and in an safe, neat, clean and attractive condition.
- Sign professionals who are skilled at lettering and surface preparation should execute signs.
- A Comprehensive Sign Policy is required for Planned Developments outlining the type, illumination, size and location of all development signage. Signage should be consistent in size, material, location and design throughout each planned development.
- In general, signs should be proportional to the building on which they are placed. A sign that meets the Sign Regulations (area, placement, dimensions) may not be appropriate given the scale of the building, its architectural features, and the character established by the adjacent storefronts.

2. Sign Size, Shape and Location

a. How to Measure Sign Face Area

The entire area of a sign face shall be measured by a square, rectangle, semicircle, or parallelogram comprising the entire sign, including any border or trim all of the elements of the matter displayed, but excluding architectural embellishment, the base, supports, and other structural members. In the case of three-dimensional letters or letters painted directly on the wall surface, the surface area shall be that area encompassing the individual letters themselves, including any trim or border and excluding the background that supports the three-dimensional letters. The entire sign face is measured using a single polygon, not multiple, detached polygons. (See dashed lines in example below.)

b. Physical Characteristics of the Sign Face

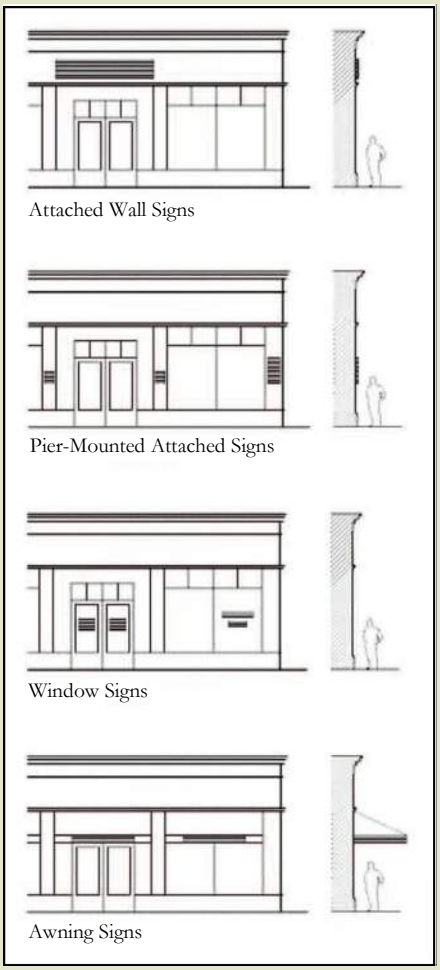
- Signs may not be in the shape of a sponsor name or motif (e.g., soda bottles, hamburgers, or boot).
- Individual, plastic-faced channel letters shall have only white or black faces with bronze, black or white returns.
- Color is not regulated on externally lit signs and reverse channel aluminum letters.

c. How To Determine the "Visible Building Side"

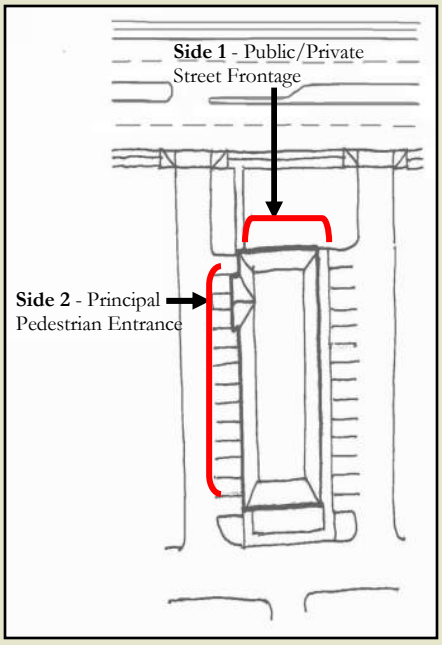
Visible building side, which is where signs are allowed to be placed, can mean two things depending on how the building is placed on the lot:

- Side 1 - Public/Private Street Frontage: The horizontal length measured from the side of a building visible from a public or private street frontage of the heated and enclosed structure upon a premises, not including out-buildings or appurtenant structures; or
- Side 2 - Principal Pedestrian Entrance: The horizontal length of a building on the side with its principal pedestrian entrance.

For some buildings, these are the same façade; however, buildings with two "sides" visible from public or private streets may have two visible building sides for sign placement.



Recommended Sign Placement



Visible Building Side

Character Imagery

Appropriate projecting sign

Appropriate metal hanging sign

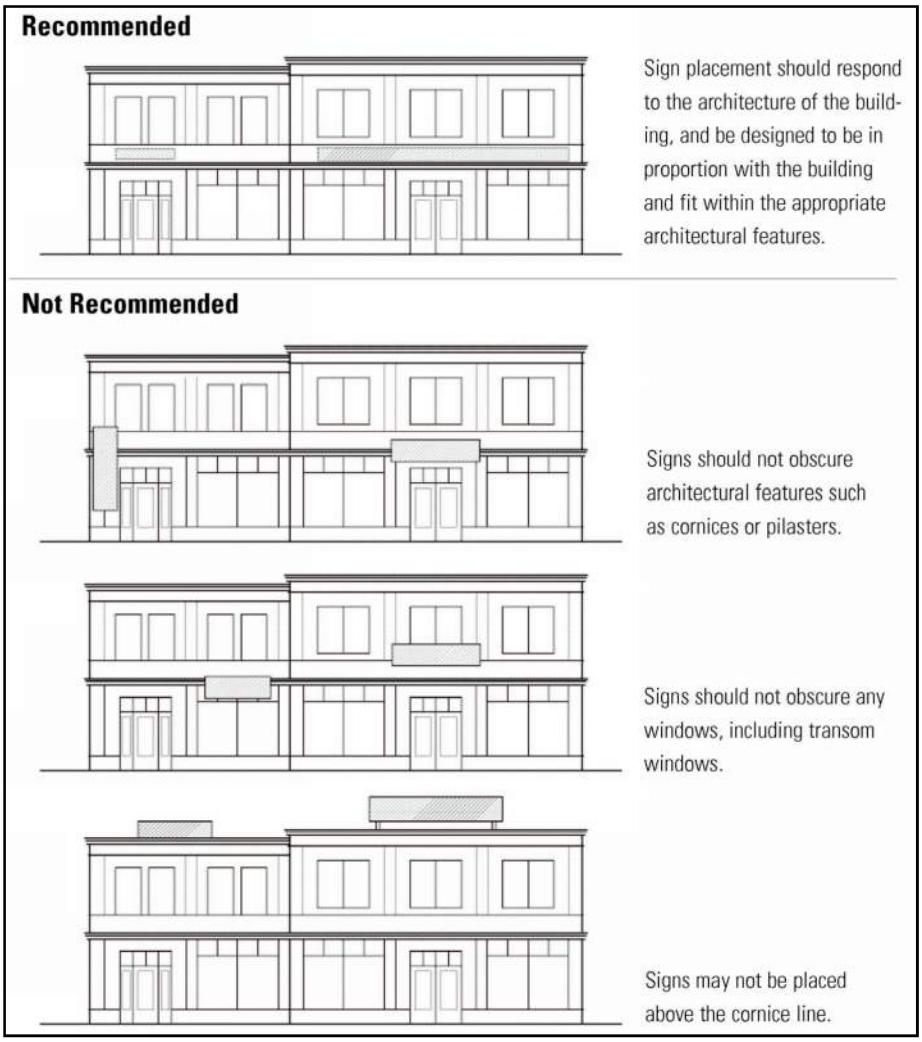
Inappropriate sign in the shape of an animal

Appropriate brick ground sign


Appropriate sign respectful of features

d. Architectural Compatibility

- Wall signs should not obstruct or crowd architectural elements or details that define the design of a building.
- Wall signs should respect the sign placement and architectural features of any adjacent buildings.



3. Aspects of Signage the DRC has authority to review

	Design Guidelines	Zoning Ordinance
Sign Color		X
Sign Illumination		X
Permitted Building Materials of Signs		X
Context of Sign Materials with Building	X	
Appropriate Sign Location on Building	X	
Comprehensive Sign Package (PDs Only)	X	X (unless varied by PD)

4. Sign Standards

a. Sign Quality and Impact

- Building materials must be durable, have low maintenance, be of the same or higher quality as the principal structure, and must not adversely impact adjacent uses.
- Ground sign materials shall match the materials of the associated building.
- Sign must be designed to be compatible with adjacent land uses and must respect the signs of adjacent businesses.
- If the sign is located next a residential area, special care must be taken not to adversely impact that residential area.

b. Required/Prohibited Materials

Appropriate and prohibited materials for sign backgrounds, frames, supports, and ornamentation for permanent attached or freestanding/ground signs are summarized in the table on the right. Quality synthetic materials approximating the look and dimensions of authentic brick, split-face block or stone, or quality metals used for accent or trim (copper, steel, aluminum) may be approved by the Development Director on a case-by-case basis.

5. How to Calculate Aggregate Sign Area

Except for multiple franchises or multiple tenant buildings, each nonresidential building is entitled to a maximum aggregate square footage of signage for each visible building side based on 1.5 square feet of signage for each linear foot for the first 100 linear feet of visible building frontage (see "How To Determine the Visible Building Side?" on page 2), plus 0.45 square feet of signage for each additional linear foot of building frontage in excess of 100 linear feet. When buildings have two visible building sides, this formula is calculated only for the side with the greater linear footage, and not the aggregate of all visible building sides. The maximum aggregate square footage of signage per building, regardless of the number of visible building sides, shall be 300 square feet.

6. Appropriate/Inappropriate Examples

The examples on pages 40 through 48, along with their descriptive captions, are intended to demonstrate to various stakeholders (property owners, sign contractors, enforcement officers, staff, etc.,) what types of signs Sections 151.170 through 151.183 of the Zoning Ordinance are intended to produce or prohibit.

MATERIALS FOR SIGN BACKGROUNDS, FRAMES, SUPPORTS AND ORNAMENTATION

APPROPRIATE

- Brick
- Natural Stone, including panels or imitation stone
- Stained, split-face block
- Wood
- EIFS or similar material in combination with brick, split-face block or stone
- Plastic or other synthetic materials when used in combination with brick, split-face block or stone

PROHIBITED

- **Exposed metal poles**
- Smooth-face concrete block, whether painted or unpainted
- Metal panels, when used without brick, split-face block or stone
- Plastic, or other synthetic materials, when used without brick, split-face block or stone

This permanent reserved parking sign is appropriate because the sign area is within the standards allowed (less than 3 square feet), it is properly set back from public streets, does not exceed 7 feet in height, and has a dark bronze base.

RESERVED PARKING SIGNAGE

ABOVE LEFT: While the pole is silver, the sign has a blue prefabricated movable base. Blue is not an appropriate color for sign poles/bases. Reserved parking signs cannot have movable bases and must be permanently affixed to the ground.
ABOVE RIGHT: Temporary reserved parking signs, such as this one with wire legs, are not permitted.

III. Site Guidelines

Appropriate Illumination

External Illumination (Attached Wall Signs)

External Illumination (Ground Signs)

No Illumination

Internal Illumination (Attached Wall Signs)

Internal Illumination (Attached Wall Signs)

Explanation

External light sources on the signs to the left are shielded from adjacent buildings and streets. They do not produce the glare or direct light source illumination that create a nuisance or a safety hazard that cabinet signs or unshielded fixtures do.

Illumination for the signs to the left is achieved via a steady, stationary white light directed solely at the signs with ground mounted fixtures. Glare has been prevented with the evergreen shrub screening planted for such purpose or with careful fixture design.

To avoid creating excessive nighttime visual clutter and increasing the likelihood of glare, these sign types shown at the left (real estate, political and convenience) are not appropriate for internal or external illumination.

Channel letter faces may be white translucent plastic (Big Lots example) or white translucent plastic with black dual-color film (car dealership example). Only white internal light is allowed. Channel letters, like the Dillard's example, reduce the surface area of "direct source" light visibility, thus reducing glare.

Reverse channel letters may use only white internal light. Note that with white lighting, the examples on the left both used color and creativity in the sign design. These businesses could express their brand image and logos freely and without restriction of content.

Explanation

These exposed neon signs, and technologies that simulate neon, are prohibited. Even the use of such lighting on architectural features of a building (cornice, etc.) can be considered an inappropriate sign.

Blinking, flashing, fluttering lights or lights that have a changing intensity, brightness or color are inappropriate as they create unsafe distractions. The neon letters on this sign blink consecutively which is not appropriate. If the light was steady, the sign would still not be appropriate.

Unshielded light sources like those to the right are not allowed, as they produce glare and light trespass that is also regulated by Collierville's lighting ordinance. Glare can be a safety hazard.

Channel letters, such as the example on the near right with orange letters, with any color other than white or black faces are not appropriate. Had the letter faces been white, or white with black dual color film, it would be in conformance. Any color internal illumination other than white, as is the case in the example on the far right, is prohibited. Had white lighting been used on this sign, it would comply.

Internally lit plastic faced cabinet signs, with the exception of menu boards not visible from the public right-of-way, are strictly prohibited. Had the sign on the near right been externally illuminated, it would still be prohibited as it is a plastic cabinet. The multiple tenant project sign on the far right has plastic faces and any would not be allowed for any new project signs. Individual panels on existing signs may be replaced.

Inappropriate Illumination

External Illumination

External Illumination

External Illumination

Internal Illumination

Internal Illumination

III. Site Guidelines

Appropriate Attached Signs

Awning Signs

Canopy Signs

Hanging Signs

Window Signs

Multiple Franchise Business Signs

Explanation

The awning signs on the left are located only on the valance area, do not project above or below the awning, and there is a minimum of 1.5 inches between the edge of the letter and the top and bottom of the valance area. Neither awning extends more than 10 feet from the building.

The far left canopy sign is not illuminated, is located on the valance area, and the letters are no more than 30" tall. The width of the near left canopy sign is not more than 25% of the canopy face and there are at least 1.5 inches between the letters and the top and bottom of the valance area. Both examples are exemplary and should be emulated.

The far left hanging sign is 3 square feet in area, which is in scale with the pedestrian and with the canopy depth. The bottom of the near left hanging sign is 7 feet from the ground, the minimum distance required. Hanging signs should not extend beyond 4 feet from the building.

These window signs are located within the interior of the building, are attached directly to the window, are constructed of an approved material (vinyl, paint, paper, cloth or the like) and do not exceed 15% of the window area (measured based on the uninterrupted aggregate of the storefront glazing on a given wall). Window signs should be mounted no more than 3 feet from the glass. Beyond 10 feet is not regulated.

The regulations allow additional flexibility for multiple franchise businesses with proper documentation. One wall sign is allowed per street frontage for identification of the franchise business. (Sunrise in this example). One wall sign is also allowed for each franchise per building frontage or at a main pedestrian entrance. Logos are not regulated but sign illumination requirements still apply.

Explanation

The lettering on the near right awning is not on the valance area; however this is in a planned development with a sign policy that expressly allows such things. In a PD, design creativity can be accommodated, especially if interior to the site and not visible off the lot, as in this example. Backlighting or internally illuminating an awning is prohibited as seen in the far right awning and is inappropriate in all contexts.

The lettering on the near right canopy is not on the valance area and the letters are internally illuminated. Some of the letters on the far right canopy sign are greater than 30" in height and the width of the sign is greater than 25% of the canopy face and it is illuminated. Both of these signs are in a planned development with a sign policy that has expressly allowed these deviations.

Although the near right hanging sign meets the minimum distance above the ground it is internally illuminated and it is too wide for the space as it is partially hidden from view by pedestrians by columns. The example on the far right extends farther than 4 feet from the building which is not appropriate.

The window signs on top near right exceed 15% of the aggregate window and door area. The electronic message center window sign below it is prohibited. The vinyl window signs on the far right are mounted on the exterior of the window which is inappropriate.

The freestanding multiple franchise business sign on the far right exceeds the maximum height of 10 feet as does the one on the near right. Neither has a masonry base and the near right example has an exposed pole which is not allowed. The wall signs in the center contain channel letters with faces that are other than white or black dual color film, which are the only colors allowed for channel letter faces.

Inappropriate Attached Signs

Awning Signs

Canopy Signs

Hanging Signs

Window Signs

Multiple Franchise Business Signs

III. Site Guidelines

Other Appropriate Signs

Sandwich Board Signs

Temporary Signs (Political & Real Estate)

Temporary Signs (Time Restricted)

Temporary Development-In-Progress Signs

Exempt Signs

Exempt Signs

Explanation

The far left sandwich board is constructed of wood and an erasable slate chalk board. Both are less than the maximum 4 feet tall and 10 square feet in area. Both are place outside the required 48 inch pedestrian sidewalk clearance. The edges of sandwich board should be covered with molding and, if wood, be constructed of medium density overlay (MDO) plywood or similar quality material.

Real estate signs may remain on a property until the sale is closed, then must be removed within 7 days. There is no time limit on political signs. Other temporary signs are limited to 60 days per calendar year. In general, temporary signs are limited to 2 per residential lot (maximum 6 square feet) and 1 per non-residential lot (maximum 32 square feet). Setback varies depending on distance from the right-of-way.

Developments in progress are allowed 1 sign per entrance and 1 sign per phase. An approved site plan or subdivision plat is required, and there must be an active building permit or development agreement. Maximum size is 32 square feet per side; maximum height is 6 feet, and; the sign may be no less than 30 from the face of curb unless the Development Director determines there are physical site constraints.

The Town's sign regulations do not pertain to public signs. Public signs include local, state and federal government signs which may be located within the public right-of-way or on private property within easements. A public sign might be a way-finding sign, a traffic safety sign or a sign identifying the Town's municipal boundaries.

Traffic control signs are exempt from the sign regulations and are allowed within the public right-of-way. Signs not visible from the public right-of-way are exempt. Scoreboards whether they are visible or not and menu boards not visible from the public right-of-way are also exempt from the sign regulations.

Explanation

Plastic sandwich boards or sandwich boards that are not kept in good repair and in an attractive condition are not allowed. The edges of the farmers market sandwich board signs should be covered with molding and then it would comply. The sandwich board on the far right exceeds the maximum height of 4 feet and the maximum size of 10 square feet, and blocks the required 48" pedestrian sidewalk clearance.

Political and real estate signs do not require sign permits but the number of temporary signs per lot is restricted to 1 in non-residential districts and 2 in residential districts. Both examples to the right exceed the number allowed. Temporary signs in residential districts may be no more than 6 square feet and no more than 32 square feet in non-residential districts.

Development-in-progress signs must be setback 30 feet from the face of the curb unless the Development Director determines there are physical site constraints. The number is limited to 1 per entrance and 1 per phase and the size is limited to 32 square feet per side. Both example on the right show too many signs and one on each that is too large. Both examples are too close to the right-of-way.

Signs that are prohibited and may not be erected or maintained include signs that exceed the allowed height or sign face area and parked-vehicles signs. The billboard sign on the near right exceeds the maximum allowable height and sign face area. The sign on the far right is a parked-vehicle sign that has been parked on private property for a long period of time so as to be visible from a public right-of-way.

Other signs that are prohibited include inflatable characters, lighter than air devices, or similar balloon-type devices, and hand held signs displayed within the public right-of-way. Menu boards that are not screened or are visible from the public right-of-way (like the example on the far right that is a front yard) are not allowed.

Other Inappropriate Signs

Sandwich Board Signs

Temporary Signs (Political & Real Estate)

Temporary Signs

Temporary Development-In-Progress Signs

Prohibited Signs

Prohibited Signs

III. Site Guidelines

Appropriate Freestanding Ground Signs

Ground Signs

Residential Development Signs

Flags

Multiple Tenant Project Signs

Ground Signs - Historic District

Explanation

The sign on the far left is made of masonry and natural materials, including the required 2-foot base. Letters and logos are not regulated since the sign is externally illuminated. Landscaping for the sign on the near left extends in all directions, screening the external light. The sign face does not exceed 32 square feet and the sign structure is outside the right-of-way.

The residential development sign on the far left is located within an entrance wall in a common open space beside the subdivision entrance. It is constructed of natural materials. The sign on the near left is located within a central median at an entrance but is within a common open space, as required. Both signs are less than the maximum 32 square feet allowed and the maximum height of 6 feet.

There are three flags, the maximum allowed on a non-residential lot, on the lot in the photo on the far left. The flags meet the maximum pole height of 40 feet and the maximum square footage of 10 square feet (1/4 of the height of the pole, in square feet). The flag on the near left is setback from the right-of-way a distance equal to its height. The content of a flag is not regulated but it will count toward signage area.

The example on the far left is setback 20 feet from the right-of-way, meets the maximum height of 15 feet for a project with more than 15,000 square feet, is externally illuminated, and has a 2 foot base landscaped in all directions. It matches the architecture of the development and the face is rectangular. The other sign is shared by 2 tenants and is smaller because the project does not qualify for a project sign.

Ground signs in the Historic District are allowed to be erected on poles and are not required to have masonry bases. External illumination is appropriate with the light source shielded with landscaping.

Explanation

The ground signs on the near right do not have 100 feet between them, are internally illuminated, and neither sign is constructed of masonry or natural materials but are plastic-faced cabinet signs. One of the ground signs does not have a landscaped base. The other example shows a ground sign too close to the road (less than 10 feet) and the base is not landscaped.

The residential development sign on the near right is constructed of masonry and natural materials, but there is not a 2 foot base and there is no landscaping. Had the masonry base and landscaping been provided, it would be in conformance with the Sign Regulations. The sign face in the example on the far right is larger than the 32 square feet maximum allowed and the lighting is not screened.

With 8 flags shown, the number of flags on the far right example would be in violation regardless of the type of flag being flown. The maximum number is 3. The flag on the near right is over 40 feet in height and is more than 10 square feet in area. Had it been smaller, it could have met the Regulations assuming the site had not already used its maximum signage entitlement.

The signs on the near right exceed the maximum 15 foot height for any multiple tenant project sign and 1 does not have a 2 foot masonry base. The sign on the far right is wider than 10 feet, has a base less than 2 feet, and is set back less than 20 feet from the right-of-way. None have landscaping equal to the width of the signs and they all have internally illuminated, plastic-face sign panels.

Pole signs, such as the one on the near right, are prohibited because there is no masonry base. Although appropriate as a temporary sign under certain conditions, the example on the far right is not appropriate as a permanent ground sign (no masonry base, no landscaping, etc.). The sign on the far right is considered to be 2 signs as the faces are the same shape and dimension and it is mounted in a V shape.

Inappropriate Freestanding Ground Signs

Ground Signs

Residential Development Signs

Flags

Multiple Tenant Project Signs

Ground Signs

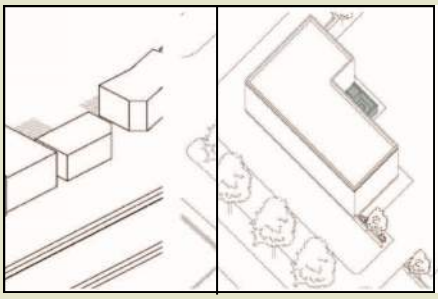
CHARACTER IMAGERY

Screen wall is an extension of the stone base

Landscaping and a wall used for screening

Paint vents and louvers to match wall

A transformer screened with evergreens



Locate service areas behind buildings

H. Service Areas and Appurtenances

Many sites, particularly commercial and industrial uses, require a variety of additional appurtenances that may detract from the physical appearance of the property and surrounding properties and may generate undesirable noise. The goal is to locate these items in a part of the site that is not visible from the public view or to screen these elements to minimize their impact on the public realm and neighboring uses and developments, especially residential developments. Public view is defined as visible from adjacent streets and public spaces, and from neighboring development, within reason. Exceptions may be allowable when topography or other unchangeable conditions, such as elevated roadways, do not permit services to not be visible. Views from parking areas are also considered. These guidelines apply to loading areas, garbage collection areas, utilities, mechanical equipment, outdoor storage, and any other services. Refer to the guidelines for Fences, Walls, Screens, and Berms on page 28 for additional screening guidelines. Any enclosures for services shall be considered part of the building and, therefore, must also meet the building guidelines.

1. Service Area and Appurtenance General Guidelines

- Locate utilities to minimize their visual impact from the street and adjoining developments.
- Screen service areas and loading docks visible from streets, parking areas, and adjoining development with berms, plantings, structures or fences.
- The location of parking behind buildings is encouraged, making the rear of buildings a more public area. As the location of service areas and appurtenances is also primarily behind buildings, care should be taken to coordinate the location and design of services with that of public pedestrian access to buildings. Service areas should be consolidated as much as possible and located to the extent feasible away from pedestrian routes that connect parking to buildings.
- Site noise-generating features such as generators, compactors, and loudspeakers away from neighboring properties, especially residential areas, or use noise barriers or other means of reducing the impact.
- Services such as water meters, gas meters, electric meters, transformers, satellite dishes, ground mounted air conditioning or mechanical units, and their connections to the building, and backflow preventers, shall be hidden from public view with either an opaque fence or wall or suitable evergreen hedge. Those that cannot be screened with fencing or evergreen hedges shall be painted to match the building on which they are located.
- Garbage collection areas shall be located at the rear of the buildings and shall be enclosed by opaque material on all four sides. The screen materials shall match the materials on the building.
- Screen outparcels with more than one highly visible facade accordingly.
- Items such as roll-up doors and service doors should be located on building elevations that are the least visible from public streets, adjacent developments or from access drives within large developments. Their colors shall match the building wall against which they are located.
- Scuppers, downspouts, louvers and vents shall match the color of the wall on which they are located.
- For centralized mail kiosks or mail delivery systems, such as Cluster Mailbox Units (CBUs), consult the regulations of §151.025(D)(2) of the Zoning Ordinance.

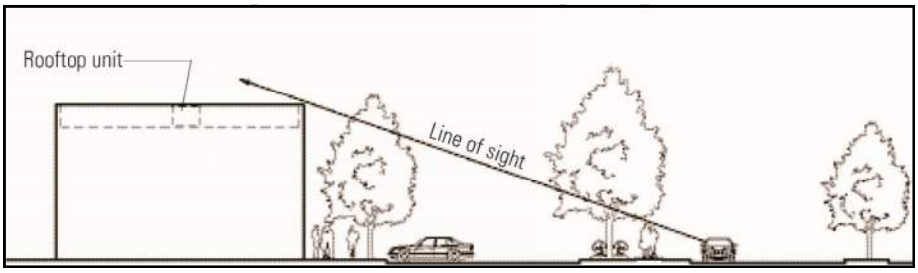
2. Design

- Design any screening for service, mechanical equipment, utilities, storage, or garbage as an integral part of the associated building's architecture, avoiding a temporary appearance or a contrast in style. Use the building's massing, materials, and architectural details to unite the screening structure with the building.
- Design any miscellaneous utilitarian site elements, such as railings, bollards, and trash receptacles, to coordinate with the architecture of the associated building and other landscape elements in design, materials, and color.
- Cart corrals or similar structures adjacent to the building should be made of the same material as the building that they serve, and the construction should hide the carts. Cart corrals in parking lots shall be screened from the street and surrounding properties by landscape islands.
- Outdoor display areas shall comply with the Zoning Ordinance. Screening and demarcation shall blend with the building design and materials.

3. Rooftop Utilities

- Screen all rooftop mechanical and communications equipment from public view from adjacent streets and adjoining developments. Exceptions may be allowable when topography or other unchangeable conditions, such as elevated roadways, do not permit services to not be visible.
- Rooftop screening shall be integrated into the architecture of the building in terms of massing, materials, and details. Ideally, the screening for rooftop equipment shall be part of the roof form. Rooftop utilities should not be visible from adjacent streets and shall be avoided adjacent to residential and parking areas.

The roof forms on the Town Hall effectively screen the building's rooftop equipment.



Rooftop utilities should not be visible from public streets or parking areas.

Character Imagery

Blend site elements with architectural theme

Mechanical screen wall that matches building

Outdoor display that blends with buildings

Exposed rooftop equipment is not permitted

Rooftop units integrated into the architecture

III. Site Guidelines

CHARACTER IMAGERY

Canopies can become the architectural theme

A classically inspired bank canopy

Integrate roof form within building complex

Canopy designed to integrate with complex

Match columns and cornice to building

4. Canopies

- Canopies, including service station canopies and drive-through canopies, should complement their associated buildings in scale and be integrated in the buildings' designs.
- Use materials and forms that are compatible with the associated building. Flat metal canopies are not acceptable. Shingles on canopy roofs are desirable.
- Canopy supports should be designed to complement the building in form and materials, such as brick columns. Design elements, such as cornices, shall be compatible with the associated building.
- Internal illumination of the canopy cornice or sign is not permitted.
- Flush mount the canopy lighting to the ceiling of the canopy utilizing a recessed cut-off design. The lighting shall meet the lighting guidelines.
- Limit canopies to one color. Use muted, earth tone tints of colors such as reds, browns, tans, grays, and greens. Avoid primary colors or bright accent colors as well as stark contrast colors. Avoid white by using cream colors.
- Gasoline station pump color should be compatible with the overall color scheme of the rest of the property. The utilization of excessive colors and/or logos on gas station pumps is unacceptable.
- Gasoline island signage provisions are included in the Zoning Ordinance.
- Only logos are permitted on service station canopies. A maximum of one non-illuminated logo, no more than three (3) square feet in size, is permitted on the canopy.

5. Kiosks and ATM Structures

- Kiosks and ATM structures should be located to have a minimal impact on the public realm and the image of the development and, therefore, should not front onto or be accessed from streets or public spaces.
- Kiosks and ATM structures must adhere to the building guidelines; they should be designed as an integral part of a development and be compatible with their associated buildings in scale, design, materials, and color.

A cart storage area (left) and an outdoor garden center (right) that are effectively screened.

FIGURE III.H.

EXPLANATION

All service and loading areas should be screened from public view from streets, parking areas, and surrounding development. If located in a remote area, such the rear of the building, these areas might not require enclosed walls with gates; fencing and landscaping that screens such areas from surrounding development may be appropriate. Gates should be kept closed except when accessing the service area.

Dumpster enclosures should match the buildings architectural. Incorporating landscaping in conjunction with walls and fencing provides additional screening and softening of such enclosures (near right). Enclosures should have operable gates that are to remain locked. Unenclosed dumpsters are not permitted and often lead to trash in the surrounding area (far right).

Conduit, cameras, spouting and other wall equipment should be painted to match the architectural façade or trim on a building. Flashing should be of a flat, non-reflective finish. Landscaping and screen walls can aid in concealing equipment. The photo on the far right indicates unpainted conduit and flashing material that is highly reflective. The photo on the near right indicates a security camera that is properly painted.

Mechanical units located on the roof should be hidden by parapets or incorporated within the architectural design of a building in elements such as towers, cupolas, or vented top floors. The parapet on the roof on the far right is not quite high enough to fully screen the mechanical units. The architecture of Baptist Hospital Collierville and Lowe's fully screens the rooftop mechanical units (near right).

Roof appurtenances should be located at the back of buildings to minimize visibility from the street (near right). Consistently paint all roof equipment with a color compatible with the roof or trim. Mechanical units and vents of various colors are inappropriate. On the far right, a parapet wall would have concealed the mechanical units. Other rooftop equipment should have been painted a consistent color.

APPROPRIATE	INAPPROPRIATE
	
Appropriately screen loading and service areas	A loading and service area with no screening
	
Dumpster enclosure that matches the building	Unacceptable unscreened dumpsters
	
Paint equipment that cannot be screened	Unacceptable equipment above screening
	
Mechanical units screened with architecture	Mechanical units are visible above parapet
	
Locate roof appurtenances at back of building	Unacceptable exposed rooftop equipment

CHARACTER IMAGERY

Building mass can be reduced by building design

Scale one story retail facades to a two story mass

Towers can add interest while breaking up mass

Tower elements at building corners add interest

Break up building mass with individual storefronts

IV. Building Guidelines

Collierville prides itself on its hometown charm and human-scaled buildings. From the original nineteenth century Town Square and subsequent surrounding development, the community has grown slowly through most of the twentieth century. As a result, most of the buildings outside the historic core reflect popular architectural styles and forms of that era.

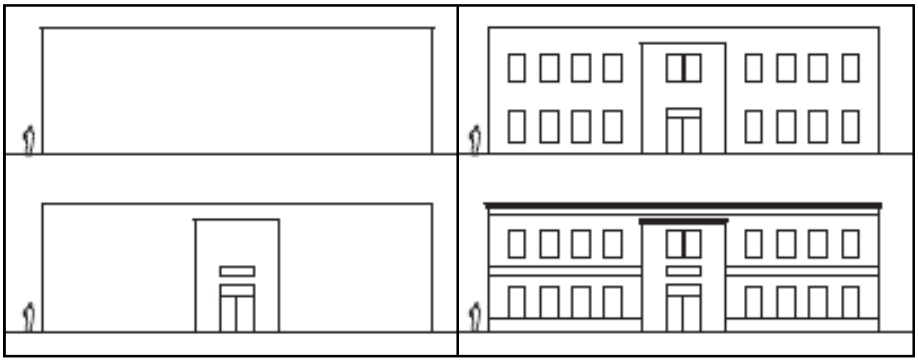
The challenge during this current period of auto-oriented development is to maintain that legacy of small-scaled buildings, traditional materials and familiar architectural forms. The following guidelines recognize the reality that most new institutional, office or commercial structures will be larger than most of Collierville's older, more traditional buildings. At the same time, there are design techniques to reduce the scale and mass of many of these new structures to provide an architectural link to the small town roots of Collierville and relate to a human scale.

A. Massing and Scale

Historically, the buildings in Collierville were small and pedestrian scaled. Newer, more recent developments are more massive with large big-box stores and expansive parking areas. These developments do not reflect the human, intimate scale of the Town.

Many techniques suggested in these Guidelines provide tools for allowing large development while reducing their perceived massiveness. While the footprint of new commercial development may remain large, human scale can be retained through creative massing and organization of building forms and through other techniques including landscaping and berms.

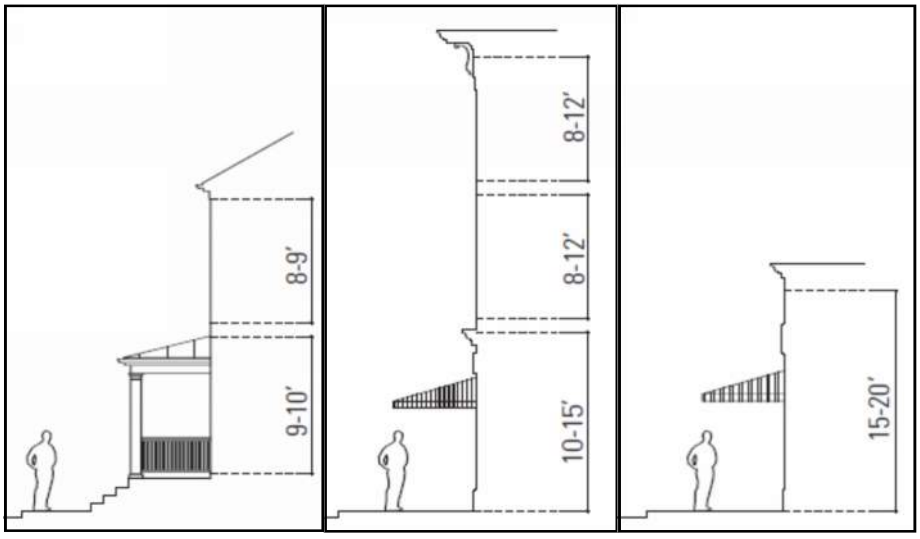
There is a difference between massively scaled buildings and monumentally scaled buildings. Monumental buildings still relate to the human scale but are carefully made larger to exhibit a sense of importance. Buildings such as churches and institutional buildings are often built with this kind of scale in mind. Massive buildings are simply huge buildings that are not intended to relate to human scale.



This series of diagrams illustrates how architectural elements and materials can break a massive building (top left) down to a human scale (bottom right)

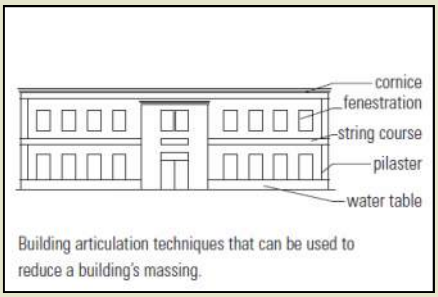
These Guidelines will be especially useful for the design of commercial, office, and industrial buildings but can also apply to multi-family residential buildings, which often have large footprints and multiple stories.

- Use building mass appropriate to the site. Place buildings of the greatest footprint, massing, and height in the core of commercial or office developments where the impact on adjacent uses is the least.
- The use of a large, single building mass should be avoided: break up the front of a large building by dividing it into individual bays of 25 to 40 feet wide, which is a human-scaled dimension that improves a pedestrian experience. The use of flat front facades is not permitted.
- Use variation in materials, textures, patterns, colors and details to break down the mass and scale of the building.
- Use building articulation techniques to reduce a building's massing; water tables, string courses, cornices, material changes and patterns, and fenestration can reduce the apparent height of a large building. Floor-to-floor heights of a building can have an impact on the mass of a building. For instance, typical ceiling heights in a residence are 8 or 9 feet. First floors of office buildings or retail shops can range from 10 to 15 feet, where upper floors that include residential or office uses are generally 9 to12 feet in height. Big-box retailers may have floor to ceiling heights exceeding 15 to 20 feet. When actual or implied floor-to-floor heights exceed these dimensions on the exterior, a building may begin to read more massive than human-scaled. When articulating large buildings, keep these dimensions in mind. Note that the screening required for mechanical units, vents, satellite dishes and other rooftop equipment will also add to the height/massing of the building.
- When making transitions to lower density areas, modulate the mass of the building to relate to smaller buildings. Heights can be greater if the mass is modulated and other scale techniques are adopted. Reduce height near lower density uses.



Traditional floor to floor heights should be maintained for human scale, as illustrated here for

Character Imagery



Reduce building mass though articulation

Town Hall contains a monumental scale portico

Long buildings can be broken up with articulation

This one story Aldi contains appropriate massing

Retail floor to floor heights vary from residential

IV. Building Guidelines

Character Imagery

This industrial building uses changes in plane, materials, and a stepped back height to reduce impact of its mass where visible from public

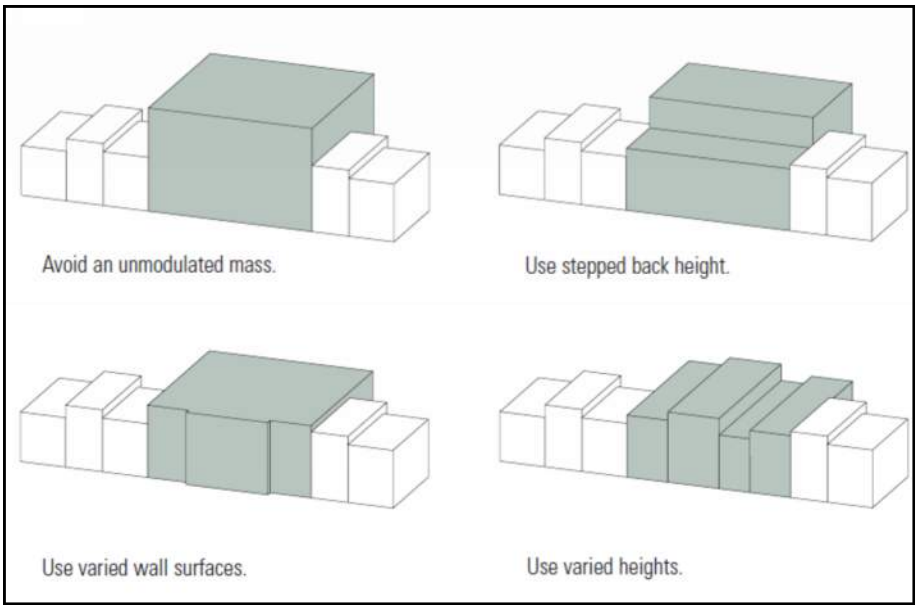
The use of massing and building articulation that is compatible with neighboring uses makes transitions between developments more pleasant

A parking structure softened by a "liner" building

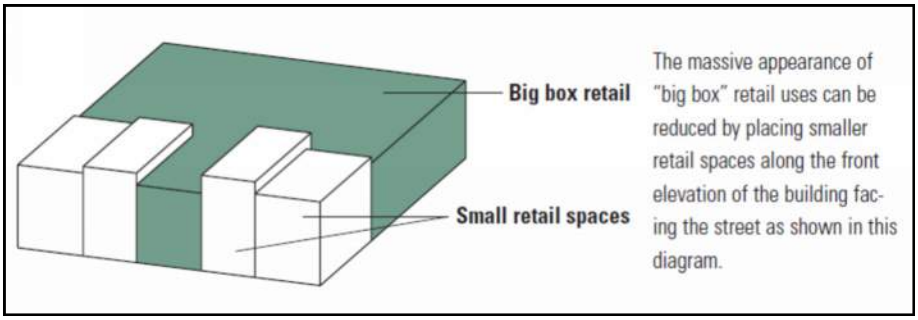
A grocery store behind a "liner" of small retail

Soften exposed walls with architectural elements

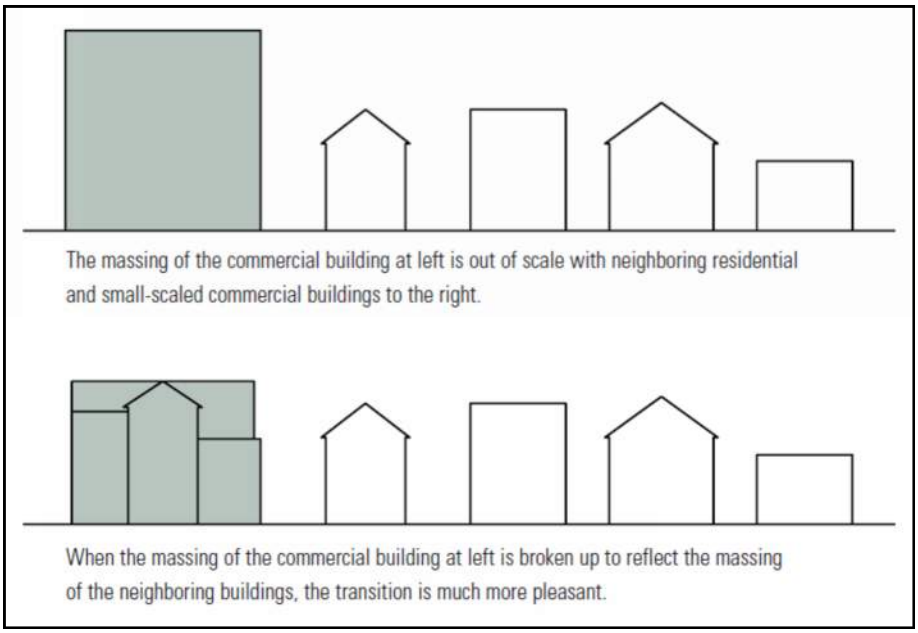
Massing Diagrams



Articulation of large buildings can reduce visual impacts of building mass and increase compatibility



Use "liner" buildings consisting of smaller retail spaces to mask the appearance of "big box" retail

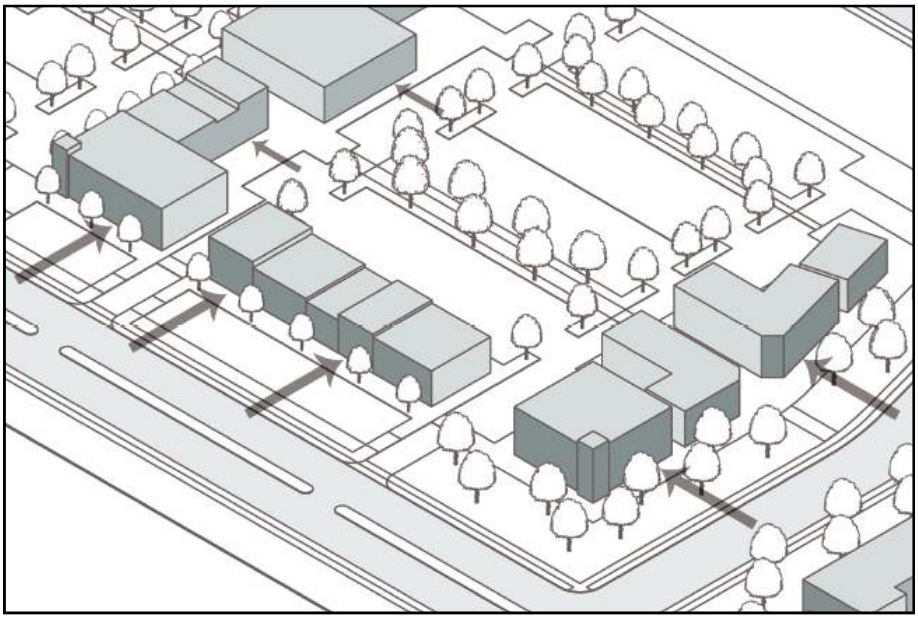


Break up massive buildings by changing up building and roof form and adding architectural elements

B. Building Orientation

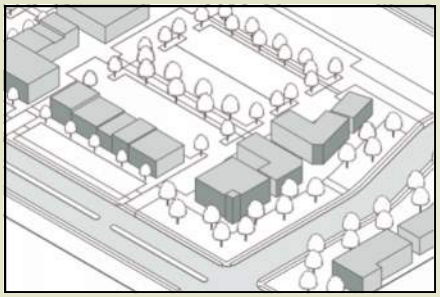
Building orientation refers to the direction of prominent entrances and "front" facades of a building. The entrance facade will be the most prominent elevation of a building.

- Buildings shall be sited so that their main entrances are facing the street on which they are located. If a building does not have street frontage, it should be oriented to any public space or its most visible side from the public realm. Buildings should respect the orientation of neighboring buildings and neighboring developments. Front facades should face front facades, and sides should face sides. A main entrance facade should not face another building's rear or service facade.
- In many cases, a building may have more than one orientation and need more than one entrance facade. For instance, the prominent front elevation may face a major collector or corridor while elevations facing local streets, parking, or adjoining developments can have secondary facades and entrances. The entrances should be designed to reflect this hierarchy. Buildings on a corner lot shall be oriented toward the corner.
- Buildings shall be oriented toward accessible arterial or collector streets rather than nearby limited access interstates or freeways.
- Orient entrances for convenient access from adjacent buildings, sidewalks, parking, and bike paths.
- Building entrances should be designed to reflect their hierarchy within a building or development and should be articulated with architectural elements such as columns, pilasters, arches, or detail such as special moldings. Include entry features such as porches, porticoes, arcades, or canopies and changes in massing, wall planes, or roof forms; and/or landscaping features such as planters or benches.



Main entrances shall face the streets on which a building is located; locate large parking fields in the rear of buildings where secondary entrances are located; a single blade of "teaser parking" is permitted

Character Imagery



Orient buildings toward streets they are located on

Buildings oriented to the street with rear parking

Primary facades shall orient towards the street

This CVS's primary entrance is at a street corner

Articulate secondary facades visible from streets

IV. Building Guidelines

Character Imagery

Extend the character of the historic district

Traditional architecture in a new town center

Colonial Classical style historic home

Victorian style historic home

Southern Vernacular and Craftsman style

C. Architectural Sytle and Building Elements

1. Architectural Style

The historic district and Town Square are the main defining features of the Town, creating the area's hometown character and sense of place. A sense of place is built there on the human scale of the buildings, on the architectural details, and on the streetscape elements, all of which work together to create an image for the Town. New commercial development in Collierville should reinforce this image and sense of place, and recall the style of the Town Square. The architecture of late nineteenth century vernacular brick commercial buildings was typical of southern railroad towns of that era. For new residential development, the historic residential buildings can provide inspiration for style, massing, and scale, and can be interpreted to relate to multi-family development.

Historic or traditional architectural elements can be interpreted to create modern buildings that have the same character, image, and feeling as the traditional town which people associate with Collierville.

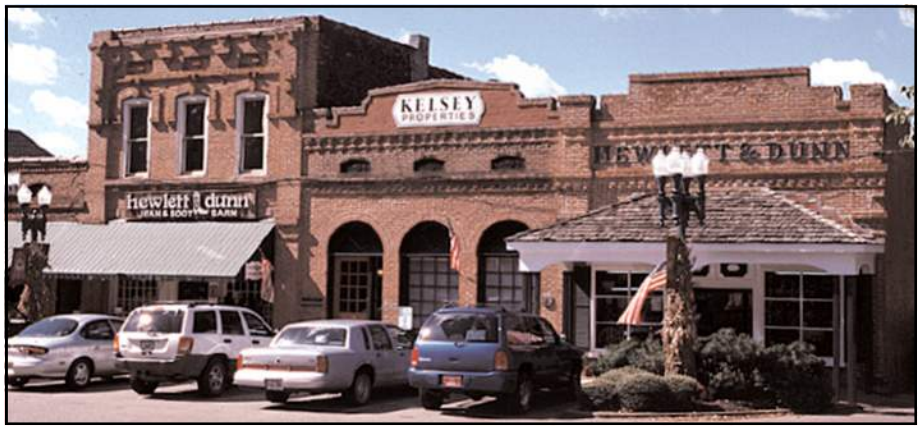
The symbolism and function of civic buildings such as city halls, courthouses, libraries, schools, churches and other civic and institutional buildings usually result in distinctive designs. These structures are the visual landmarks scattered throughout the community. They usually have a larger surrounding site and their architectural design reflects their importance in the life of the community. Civic buildings should relate to the styles in Collierville as outlined in these guidelines in terms of materials, details, and articulation; however, they may vary in massing and scale to be more monumental than other uses.

Collierville's rich architectural heritage can provide the foundation for the styles of new buildings

IV. Building Guidelines

The establishment of design themes, or specific architectural styles or ideas, is appropriate to give a distinctive character to a specific area, such as a commercial development, a residential neighborhood, or a major intersection.

- Strive for designs and materials that reflect the architectural traditions of the region and of Collierville.
- The establishment of a design theme for a large commercial center or a major intersection with a common palette of materials, colors, building and roof forms, and architectural features can create a coordinated and inviting mix of buildings and spaces.
- Design themes for office and industrial parks should take on a "campus" appearance where roof forms, building heights, materials, and details such as windows all relate closely to one another, creating a unified appearance.
- Design themes for multi-family residential developments should include a palette of house designs and street elements. Variety can be introduced into neighborhoods with a mix of lot and building sizes. For instance, a neighborhood of bungalow-styled duplexes will have different yard, setback, lighting and fence characteristics from a neighborhood of more Colonial Revival-styled attached townhouses.
- The use of "cookie-cutter" architectural design should be avoided. Cookie-cutter design utilizes the same architectural details on multiple buildings within a development with no variation for added interest.
- When making transitions between developments, jarring contrasts in building scale, forms, materials or styles are not permitted.
- Franchises must also meet these guidelines and blend with Collierville's character. In recent years national retail chains have developed more options in their standardized designs. New franchise designs shall be modified as needed to follow the guidelines in this document.



Collierville's Historic Square provides an appropriate architectural style for new retail development.



This Whole Foods Stores design adapted to local standards and included display windows along the street

Character Imagery

A Taco Bell designed to fit neighborhood context


A McDonalds designed to fit local guidelines

A Burger King that fits neighborhood context


A Rite Aid Pharmacy in a downtown setting

A CVS Pharmacy in a mixed use town center

CHARACTER IMAGERY

The buildings above include an articulated top, middle, and base; building length is reduced by changes in plane, roof form, porches, and details

A modern example of façade articulation through bay divisions and horizontal bands

This hotel facade contains vertical and horizontal articulation via roof forms, awnings, and canopies

2. Façade Composition

Unadorned blank walls on any elevation that is visible from streets, from adjoining developments, from parking areas, or on a rear elevation that is not screened are not allowed. Include human-scale elements, particularly at the street level and on facades with a pedestrian focus. The articulation of a facade, both horizontally and vertically, is critical to creating a human scale and reflecting the traditional image and character of Collierville.

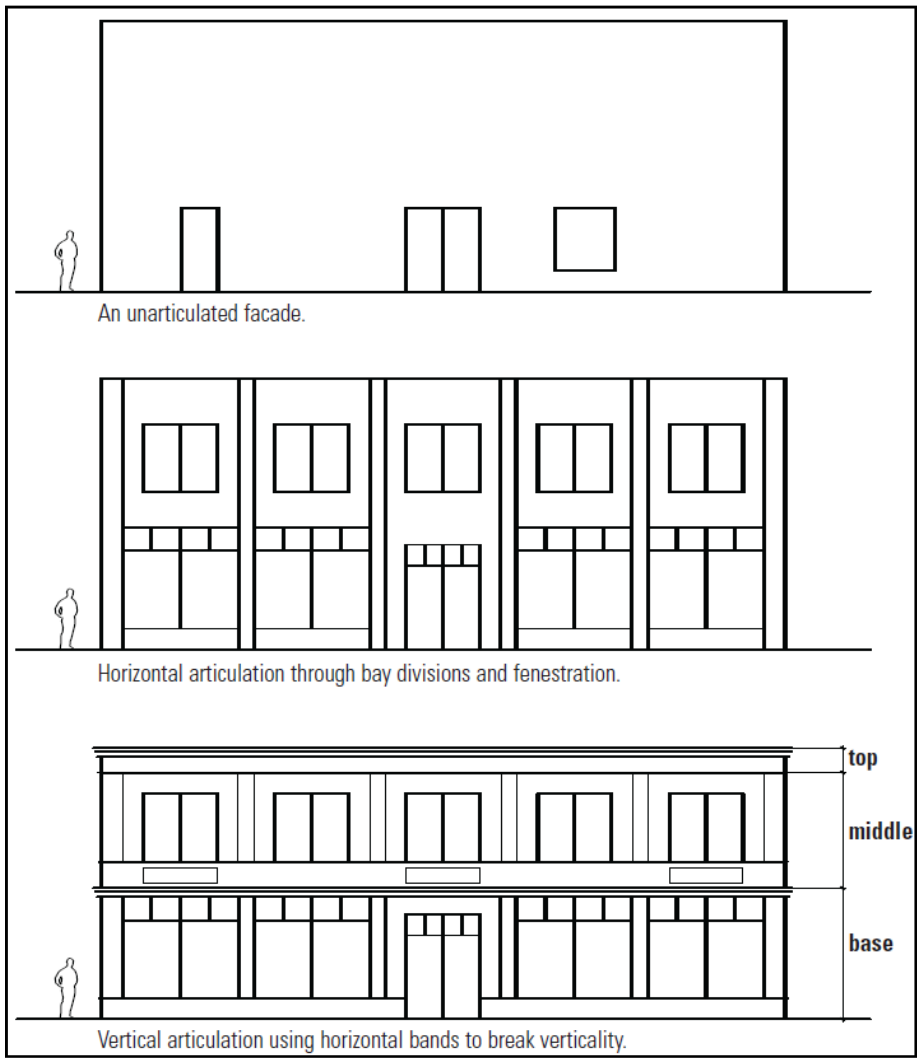
a. Horizontal Façade Articulation Through Bay Divisions

- Facades of all buildings shall be proportionally divided using architectural elements including windows and entries in conjunction with porches, arcades, and awnings.
- Any wall surface over 30 feet in length should include at least one change in plane.
- Larger buildings shall be divided into bays of 25 to 40 foot widths. Bays can be articulated by pilasters, piers, differentiation in material, texture, or color, or by variation in the wall plane. The addition of porches or covered walkways can also be used to articulate facades.

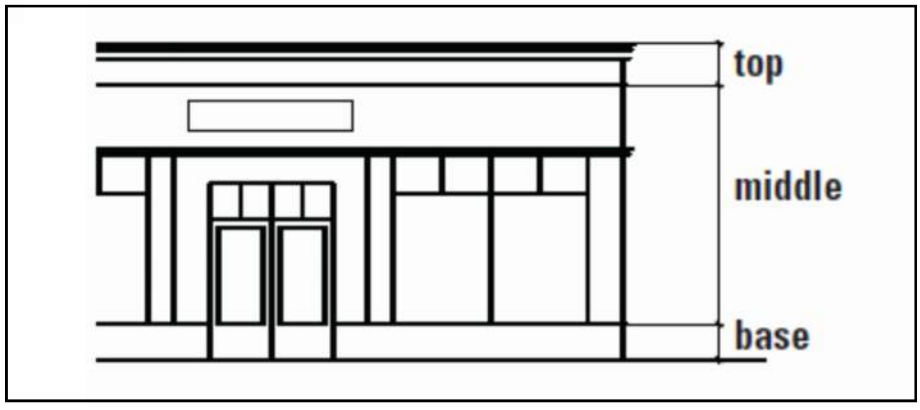
b. Vertical Façade Articulation-Horizontal Bands to Break Verticality

All buildings shall have a clearly identifiable articulated base, middle, and top, which contribute to the human scale of the building.

- An articulated base may be defined by a water table, a change in wall plane, or a change in material, texture, or color. For multi-story buildings, a base may be one story tall, defined by a storefront, a cornice, or a change in materials.
- The middle of a building typically consists of a pattern of upper-story windows or may include recessed panels or other decorative features.
- An articulated top could be a roof cornice or a sloped roof with overhanging eaves and could feature brackets or other decorative architectural details.
- For commercial buildings, use the traditional three-part facade of a roof cornice as a "top," a pattern of upper story windows, recessed panels or other decorative features as a "middle," and a base of a storefront with a sign band/cornice area above display windows.
- Divide larger buildings with storefront modules of 25 to 40 foot widths.
- Storefronts or large display windows should be used at the street level on the main facade and secondary elevations of commercial buildings to create an active ground floor facade.
- "Stage-set" facades, with parapets only on the front, do not meet the intent of these guidelines. Parapets, when used, should be located on all sides of buildings.
- When designing the facade, give careful consideration to locating signage by creating sign bands.

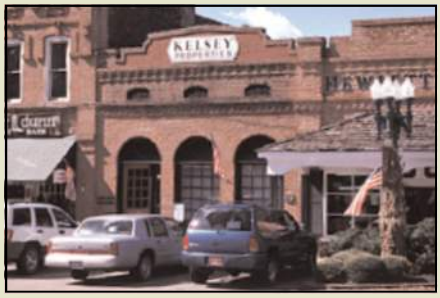


The transformation of a two-story façade through both horizontal and vertical articulation. The top elevation is appropriate only as a "remote wall" that is screened from public view. The middle and the bottom show horizontal and vertical articulation required for facades highly visible from public view (primary façade(s) that front streets or parking areas).



One-story buildings should also be articulated with a clear base, middle, and top.

Character Imagery



Traditional one and two story retail buildings illustrate an articulated base, middle, and top.

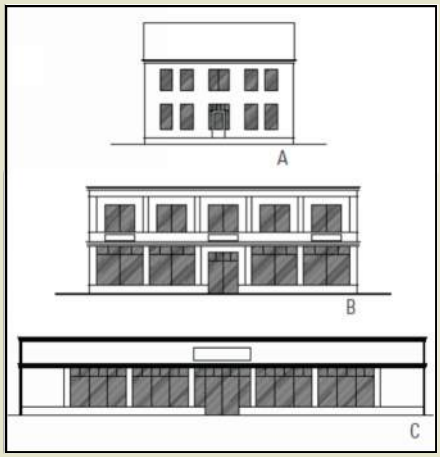
This building contains multiple bay divisions

A triplex with vertical and horizontal division

This Aldi contains a clear base, middle, and top

IV. Building Guidelines

Character Imagery



There is a higher ratio of wall to window openings in residential buildings (A). Patterns of openings for mixed-use commercial buildings usually include larger openings on the first floor with smaller openings in a repetitious pattern above (B). Big-box retail buildings can break up long façades by using a pattern of openings that are typical for traditional commercial buildings (C).

The character of historic storefronts on the Square above should influence character of new buildings

New storefronts - contemporary (l), traditional (r)

Storefronts should contain large display windows

3. Openings

The relationship of solids (walls) to voids (openings) as well as the number, size, and proportion of openings in a wall has an effect on the how a building relates to a user. Aside from allowing natural ventilation and light, windows provide a great deal of design character and interest to a building. Vertical windows give a more traditional feel, while horizontal windows lend a contemporary look. Generally, retail buildings have a greater area of openings (storefronts and entrances) on the ground floor with solid parapets above. Multistory mixed-use or office buildings have more glass at the ground level and less on upper levels.

a. General Guidelines

- Facades of all buildings shall be proportionally divided using architectural elements including windows and entries in conjunction with porches, arcades, and awnings.
- Use a regular pattern of solids and voids. Maintain an overall pattern so that all of the floors seem part of a whole. Use special windows, window groupings, and a mixture of large and small windows to create a hierarchy of importance on a building, particularly around entrances.
- Use patterns of solids (walls) and voids (openings) that relate to more traditional building design in which there is a larger proportion of walls than openings in upper stories.
- Use a proportion of openings (vertical, horizontal, or square) that generally is consistent with the style and context of the building and with the rest of the development. More traditional openings are typically vertically proportioned while early- to mid-twentieth century forms often had horizontal bands of openings and many contemporary buildings use square openings.
- Facades facing pedestrian areas should meet the following guidelines: Commercial buildings should have display windows on the ground-floor. At least 70 percent of the linear horizontal dimension should be covered with windows or doors. For upper stories, between 40 and 60 percent of the lineal horizontal dimension should be openings.
- For secondary elevations visible from streets and public areas, storefronts should wrap the corner but do not need to cover the full facade. Facade articulation should continue on these facades.

b. Storefronts

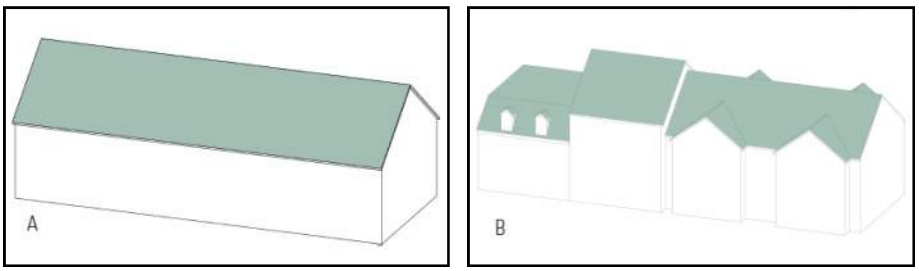
- Storefronts or large display windows should be used at the street level on the main facade and secondary elevations, especially on facades oriented to pedestrian areas, on all commercial buildings, including large-scale big-box developments.
- Quality natural materials such as wood, brick, stone, or marble shall be used; other materials can be reviewed on a case by case basis as regulated by the Town's Zoning Ordinance (§151.006 (D). Bronze or black aluminum storefronts are the most appropriate colors for storefronts in most areas of Town; however, muted earth tones or clear anodized (silver) aluminum storefronts may be appropriate on a case-by-case basis. Novelty colors or franchise colors that are not in keeping with the intent of these guidelines are prohibited for storefronts.
- Provide a knee board or bulkhead at the base of store-fronts, instead of carrying the glass through to the ground, to give a more traditional look.

- Storefronts and display windows shall be designed as an integral part of the building's character, and should reflect the architectural style of the building. Storefronts should vary in width for individual retail establishments and should have architectural interest.

4. Roofs

The design of a roof can have a significant impact on the character and scale of a building. While larger commercial projects may have roofs hidden behind parapet walls, smaller commercial buildings, office parks and multi-family residential developments often have very visible roofs. The importance of roof materials depends on the form of the roof. Certain roof types result in very visible roof materials.

- Roof form should complement the roof forms of neighboring developments to soften transitions between uses and intensities to use.
- Use roof forms that complement the building design and contribute to a human scale. Avoid tall roof areas that overwhelm the height of the building's wall.
- Gabled, hipped, or other roof forms that relate to a residential, human scale are encouraged. Steeper forms are associated with more traditional design and are appropriate when the development adjoins a residential use. The use of parapets should be limited.
- Avoid a visible monolithic expanse of roof on large-scale buildings. Break the roof mass with elements such as gables, dormers, or parapets. Scale these features to the scale of the building. When breaking the roof mass, "stage front" features that do not blend with other portions of the roof are not permitted.
- If a shed roof or flat roof design is used, a parapet wall shall be used on all sides of the building to screen the roof.
- Consider using a special roof feature at a gateway or a prominent corner or to highlight entry bays on larger structures.
- On sloped roof forms, use quality materials such as standing seam metal; tile; slate; or architectural shingles (also called dimensional), which create the textured look of cedar and help hide imperfections in a roof's appearance. Regular shingles, which are flat and give roofs a smooth look, are inappropriate.
- Roof elements of entry features shall be integrated into the building design and shall be finished on all sides.
- Any equipment located on a roof shall be screened from all sides of the building, including the rear. See page 50 for screening methods.
- Rooftop access shall be provided internally; the utilization of external ladders should be avoided. Paint existing external ladders to match the colors of the wall against which they are located.



Avoid long expanses of the same roof form (A); articulate the roof using different forms and adding

CHARACTER IMAGERY

A storefront that wraps the corner of the building

A mixed hip and gabled roof containing dormers

Apartments with changes in plane and roof forms

Use roof forms to reduce mass of large buildings

These townhouses contain a mix of roof forms

IV. Building Guidelines

Character Imagery

Collierville's historic commercial buildings most frequently are brick of different colors and textures (top) . Brick is also the most appropriate material for new commercial buildings (below).

Variations in texture and color add interest

Appropriate materials for industrial buildings

Appropriate uses of simulated wood trim and EIFS accent (l)(and textured simulated stone (r)

5. Materials, Texture, and Color

The choice of materials and texture has great visual significance. Coordinating materials within a development can tie buildings of different sizes, uses, and forms, while contrasting materials or textures within large building may add visual interest and reduce its scale. In an effort to perpetuate Collierville's unique character and to reinforce its local identity, it is important that new development be compatible with, and respectful of, the strengths of the Town's current and historical development fabric. New structures shall be compatible with their neighbors in regard to exterior building materials, particularly when adjacent structures are substantially in compliance with the Guidelines. This does not imply uniformity of architectural style; rather, a similarity to exterior building materials of nearby "conforming" structures.

a. Materials

- Choose materials that are high in quality, durable, and that offer texture. Use materials and texture changes to help reduce the mass and provide visual interest and variety – avoid monotony.
- New structures should be compatible with their neighbors in regard to exterior building materials, particularly when adjacent structures are substantially in compliance with these Design Guidelines.
- New products or synthetic materials that approximate the look and dimensions of those materials listed as primary building materials including, but not limited to, artificial slate, brick, or stone products, or thin clay-fire brick veneers may also be approved on a case-by-case basis.
- The DRC will review the context of each application, and the particular use and quality of each building material, taking into consideration surrounding developments.
- Clay-fired brick is the most appropriate material for commercial, office, and attached residential buildings in Collierville; however, brick has not historically been used on all facades of all buildings. Other materials (i.e., lap siding or stone) may be approved in certain circumstances per the Exterior Building Materials table in §151.006 (D) of the Town's Zoning Ordinance.
- Industrial areas are to be held to a similar standard as commercial, especially on arterial and collector streets, except for "remote walls".

b. Color

Color is an integral element of the overall design. Brick, stone, and concrete have an inherent color created by nature or during the manufacturing process. Other surfaces will get their color from applied materials such as paint. Awnings provide another opportunity for color.

- Create a coordinated palette of colors for each development. This palette shall be compatible with adjacent conforming developments as well as corridor or intersection themes.
- Set the color theme by choosing the color for the material with the most area. If there is more roof than wall area, roof color will be the most important color choice setting the tone for the rest of the colors.
- Limit the number of color choices. Generally there is a wall color, trim color, accent color, and roof color. All building elements should work within this palette, including chimneys, vents, and gutters.

- Use muted, earth tone tints of colors such as reds, browns, tans, grays, and greens. Avoid primary colors or bright accent colors and stark contrast colors. While bright white can be appropriate for trim and accent (less than 25 of the net façade area), avoid bright white by using off-white or cream colors.
- Use color variation to break up mass and provide visual interest. More than one color should be used on a building, including when masonry is painted.

Muted, earth tone tints are encouraged, like the color palettes of the buildings shown here

This restaurant building uses board and batten wood siding to reference exterior building materials used on historic buildings on the Town Square.

This retail building at Carriage Crossing in the Price Farm PD is primarily brick.

Character Imagery

To break up building mass use variation in colors

This hotel uses a stone base and two colors of brick, combined with a single mansard roof and colored awnings, to reduce its scale

Collierville's civic center buildings use a variation of colors and materials to reduce mass of length

Color combinations & texture of cast stone and masonry help to give a human scale to this facade

Vary brick colors to provide visual relief

CHARACTER IMAGERY

Classical details are appropriate for banks and civic buildings and are consistent on the buildings above

Cornices, belt courses, and changes in materials, combined with changes in massing, are encouraged

Collierville's Historic Square has brick detailing that new commercial buildings can incorporate

6. Details

Architectural details are very important tools to create human scale and architectural character and must be added to each development. Techniques include highlighting foundations, lintels, sills and cornices with contrasting materials and breaking up the mass of the building with bands at floor levels or projections at entries. These techniques are only a few of the ways to transform a large building into one of human scale. Consider the facade design of all buildings; even service buildings should have attractive facades.

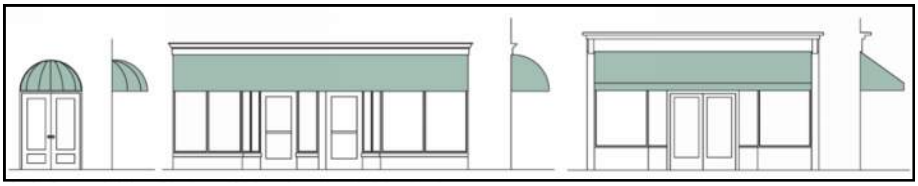
a. General Guidelines

- Use articulated elements such as cornices, belt courses, water tables, bay divisions, variations in wall plane and additional roof features to create designs of interest.
- Include human-scaled elements such as columns, pilasters and cornices, particularly at street level and on facades with a pedestrian and/or street focus.
- Large expanses of blank walls that are visible from the public right-of-way or neighboring developments are not permitted.
- Avoid oversized decorative elements and minimize mixing details from different architectural styles and eras.
- Use quality materials that require minimal upkeep and repair.

b. Awnings

- For commercial buildings, awnings are an appropriate architectural detail that add a human scale and highlight a storefront; they provide shelter from the elements to pedestrians, and they shield window displays and store interiors from bright sunlight. Although they should not serve as a building's primary architectural element, awnings are encouraged when a structure does not have a covered walk to shield displays and entry and to add visual interest.
- Awnings should not be less than eight feet above the finished side-walk and, except for "shade sail" awnings, should not extend more than four feet from the building wall on which they are placed. Deviations from this requirement shall be reviewed on a case by case basis with the following stipulations: that the request meet the overall requirements of the Design Guidelines in relation to scale, color palette, and materials; and that they are designed in such a manner that is consistent with the development and the surrounding development.
- Awnings should be broken up into small components, no wider than an articulated bay of the building, and preferably less wide.
- Mold- and fire-resistant fabric awnings are encouraged, as are high-quality standing seam metal awnings. Plastic and vinyl awnings are not permitted.
- The choice of colors should be coordinated as part of an overall color scheme of the building and surrounding developments. Solid colors and stripes are appropriate.
- Awning forms may be angled or curved and shall have closed sides.
- Backlit awnings are prohibited.
- If used in a multi-tenant center, awning colors and styles will be approved as part a Comprehensive Sign Policy per §151.155 (M) approved by the Resolution by the Board of Mayor and Aldermen after a recommendation by the Planning Commission and the Design Review Commission.

Human scaled details such as canopies, cornices, belt courses, water tables, bay divisions, win-



Awning forms can include traditional curved fabric awnings and standard sloped awnings

Awnings can be used to pull together a development of commercial buildings (above left) and to add color and interest and provide shade for pedestrians (above center). Awning styles can range from traditional (above right) which are often retractable to modern which are often fixed (above center).

This new town center in Southlake, TX contains a mix of awning and canopies. The façade treatment including the awnings turn the corner at an intersection (above left). Awnings can be incorporated into the ground floor as well as upper floors (above

Character Imagery

Details such as colonnades with keystones and pergolas help add human scale to long facades

Awnings can set a theme for outdoor furniture

A traditional standard sloped awning with signage

Canopies at entries are typical for large buildings

Appendix I: Site Design Checklist

A. Connectivity Between Areas & Neighborhoods (pg. 13)

- □ pedestrian and vehicular links to neighborhoods/public places
- □ visual compatibility with area/neighborhood
- □ continuity of pedestrian routes
- □ connectivity with adjacent sites

B. Connectivity Between & Within Sites (pg. 13)

- □ pedestrian links between buildings, parking and green spaces
- □ crosswalks at vehicular access points and building entrances
- □ visibility of crosswalks
- □ compatibility of paving materials
- □ pedestrian passageways through large masses of buildings

C. Building Arrangement (pg. 13)

- □ building orientation to street/public space/other buildings
- □ setback correlation to zoning
- □ compact building arrangement
- □ contiguous street presence
- □ compatibility with adjacent neighborhoods/side streets
- □ orientation of service areas
- □ corner buildings have (2) facades

D. Parking (pg. 16)

- □ reduced scale by division into modules with plantings, pedestrian paths
- □ screening from street and adjoining development
- □ pedestrian access by pathways/crossings
- □ reinforce street wall
- □ minimal curb cuts
- □ architectural compatibility of structured parking
- □ bicycle parking facilities
- □ Landscaping

E. Plantings & Open Space (pg. 23)

- □ landscape plan is sealed, signed and dated by professional(s) licensed in the state of Tennessee in accordance with State law.
- □ sufficient open space at perimeters of site
- □ planted areas: drainage areas, entries, buildings, parking
- □ preserve topography
- □ preserve existing landscape features
- □ appropriateness of plant species
- □ use of plantings as screening
- □ street trees to define edges, pedestrian routes, public spaces
- □ useable open space

F. Walls and Fences (pg. 28)

- □ high-quality materials
- □ compatibility with site buildings
- □ height corresponding to adjacent sites
- □ setback for placement of utilities and plantings
- □ texture/modulation of design
- □ paint or stain pressure treated wood
- □ stringers to interior
- □ requirements for sight distance
- □ planting density to provide year around visual screen

G. Lighting (pg. 31)

- □ lighting plan is sealed, signed and dated by professional(s) licensed in the state of Tennessee in accordance with State law
- □ light fixture height
- □ coordinate lighting plan with landscape plan
- □ appropriate nighttime illumination
- □ pedestrian-scaled light poles
- □ shielded building accent lighting
- □ appropriate to neighboring uses

H. Signs (pg. 37)

- □ placement on building
- □ respectful of adjacent businesses
- □ compatibility of colors and materials with building
- □ outdoor lighting requirements
- □ illumination away from residential areas and streets
- □ preliminary signage information (locations, sizes)
- □ monument signs with landscaping
- □ white light source
- □ external illumination or internal illumination with:
  - white translucent channel letter, or with black or silver dual film
  - opaque reverse-channel of any color
  - routed face with metal face of any color backed with white, translucent plastic, or with black dual color film on white
  - routed signs with push-through letters with metal face of any color with ½-inch clear plastic with opaque vinyl faces of any color

I. Utilities, Appurtenances & Service Areas (pg. 49)

- □ locate to minimize visual impact
- □ integrate utilitarian elements
- □ screening of dumpsters, service areas, loading docks
- □ utilities underground or to rear of site
- □ placement of noise-generating features
- □ rooftop screening
- □ cart corral and outdoor display area integration & screening

Appendix I: Building Design Checklist

A. Basic Design (Mass, Scale & Height) (pg. 53)

- □ elevations are sealed, signed and dated by professional(s) licensed in the state of Tennessee in accordance with State law
- □ division of large facades into bays
- □ variety of materials
- □ appropriate mass for site
- □ modulated mass of transitional buildings
- □ use of mass reducing techniques

B. Architectural Style (pg. 57)

- □ neighborhood identity
- □ diversity of traditional local materials
- □ smooth transition between developments
- □ compatibility with Town vision
- □ upgrade of existing development

C. Facade Composition (pg. 59)

- □ orientation to street or public space
- □ hierarchy of entry design
- □ avoid blank walls
- □ use of three-part facade design
- □ regular pattern of solid and voids
- □ openings consistent with context of building
- □ respect architectural traditions of region
- □ storefronts at street level

D. Roof Forms & Materials (pg. 62)

- □ form complementary to building design/contributes to human-scale
- □ shed roof screened with parapet wall
- □ large expanse of roof mass broken with gables, dormers, etc.
- □ key roof pitch to adjoining neighborhood where appropriate
- □ use of quality materials on visible roof areas
- □ screen rooftop equipment from view

E. Details (pg. 65)

- □ details to create designs of interest
- □ human-scaled elements
- □ avoid blank walls
- □ scale of decorative elements
- □ compatibility of elements with architecture

F. Awnings (pg. 65)

- □ coordination with overall color scheme
- □ not a primary design element
- □ not illuminated
- □ material compatible with building

G. Façade Materials & Textures (pg. 63)

- □ compatibility with adjacent existing conforming buildings
- □ material changes to reduce mass and provide interest
- □ avoid monotonous surfaces
- □ use of quality materials on all visible sides
- □ avoid concrete block, vinyl and aluminum siding

H. Color (pg. 63)

- □ coordinated palette with limited number of colors
- □ colors should be natural tints
- □ reserve bright colors for accents
- □ color to reduce mass/provide visual interest
- □ avoid use of color that turns building into sign

I. Appurtenances (pg. 49)

- □ screening from streets, adjacent sites, development access roads
- □ placement on least visible elevations
- □ coordination of colors

J. Service Station Canopies (pg. 51)

- □ material and colors compatible with existing building
- □ complementary scale
- □ fully shielded, flush-mounted lighting
- □ lack of internal illumination
- □ minimal logo usage

K. Attached Dwellings (pg. 72)

- □ adherence to overall design guidelines
- □ first floor retail if on commercial corridor or pedestrian-oriented street
- □ avoid garage door dominant facades
- □ compatibility with adjoining neighborhoods/zoning

Appendix II: Landscape Plates

MINIMUM LANDSCAPE BUFFER REQUIREMENTS BETWEEN ADJACENT PROPERTIES [2][4]						
Developing Use's Zoning District [1] (installs buffer)	Minimum Buffer Widths (in feet) and Applicable Buffer Plate as Determined by Zoning District of Adjacent Property [1]					
	Residential Zoning Districts			Nonresidential Zoning Districts		
	Detached Residential Use or Vacant	Attached Residential Use	Nonresidential Use (church, school, etc.)	MPO	NC, CB, MU, SCC, & GC	RI & GI
Residential District Developed with a Nonresidential Use (church, school, etc.)	20 [3] (Plate A)	20 [3] (Plate A)	None	None	None	None
Residential District Developed with Attached Residential Uses	20 [3] (Plate A)	None	20 [3] [7] (Plate A)	None	None	None
MPO	20 [3] (Plate A)	20 [3] (Plate A)	[5] [6] (Plate B)	[5] [6] (Plate B)	[5] [6] (Plate B)	None
NC, CB, MU, SCC, & GC	20 [3] [7] (Plate A)	20 [3] [7]	[5] [6] [7] (Plate B)	[5] [6] (Plate B)	[5] [6] [7] (Plate B)	[5] [6] (Plate B)
RI & GI	30 [3] (Plate A)	30 [3] (Plate A)	20 [5] (Plate A)	20 [5] (Plate B)	20 [5] (Plate A)	None

NOTES:

[1] The developing use (column on the left side of table) is responsible for providing the required buffer (columns on the right side of table). The minimum buffer width varies by the zoning of the adjacent property (columns on the right side of table).

[2] Buffers are exclusive of utilities easements but they may overlap.

[3] An opaque fence or masonry wall shall be included in the buffer plate (see Chapter III for fence and wall design requirements).

[4] Trees and shrubs shall be provided in required buffers per Chapter III and plant selections shall be consistent with Appendix III. Shrub requirements may be waived through the provision of an opaque fence or wall.

[5] Side and rear lot buffers shall be waived where there is a shared private driveway in an ingress/egress easement along the property line.

[6] Where two nonresidential uses/districts are contiguous, an average buffer width of at least 10 feet shall be provided along the shared property line with the minimum width of the buffer being no less than 5 feet at is most narrow point.

[7] Buffers in Traditional Zoning Districts (NC, CB, MU, and TN) may be reduced to 10 feet if a minimum 75% opaque masonry (brick or stone) wall a minimum of 6 feet in height is installed along the property line in addition to upright evergreen trees and evergreen shrubs.

MINIMUM FRONT YARD OPEN SPACE REQUIREMENTS BASED UPON ROAD PLAN CLASSIFICATION [1][2][3][4]	
Major Road Plan Classification	Average Buffer Width Minimum (in feet)
Local Streets	10 (Plates C or D)
Minor Collector Streets (2 lane undivided without center turn lane)	20 (Plate C)
Minor Collector Streets (2 lane undivided with center turn lane)	30 (Plate C)
Minor Collector Streets (4 lane undivided without center turn lane)	30 (Plate C)
Major Collector Streets (all)	40 (Plate C)
Arterial Streets (all)	40 (Plate C)
SR 385 & I-269	10 (Plate C)

NOTES:

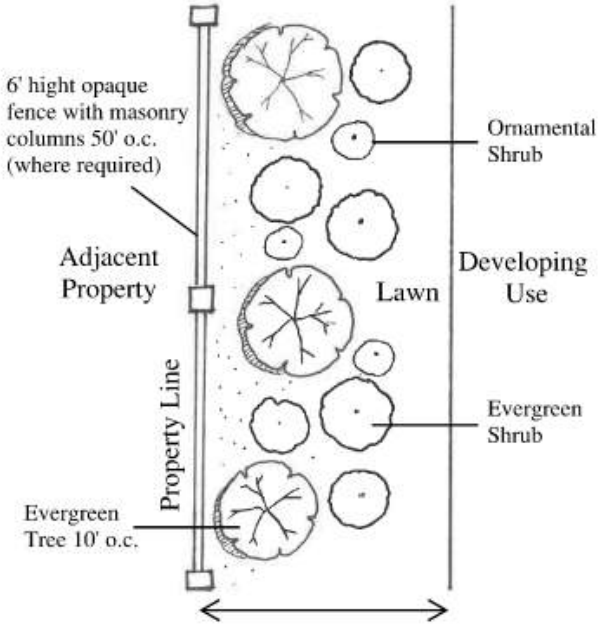
[1] The front yard open space shall be measured from the front property line and shall not include any portion of the public right-of-way unless expressly authorized by the BMA.

[2] Street tree selections shall be consistent with Appendix III. For trees with a mature width of less than 40 feet, the minimum spacing shall be between 25 to 40 feet on center. For trees with a mature width of 40 feet or greater the minimum spacing shall be between 40 to 50 feet on center.

[3] In areas beneath or near existing overhead utilities, understory trees shall be used. Trees maturing at less than 20 feet in height shall be a minimum of 9 feet from overhead utilities. Trees maturing at a height of 20 feet or greater shall be at least 15 feet from overhead utilities.

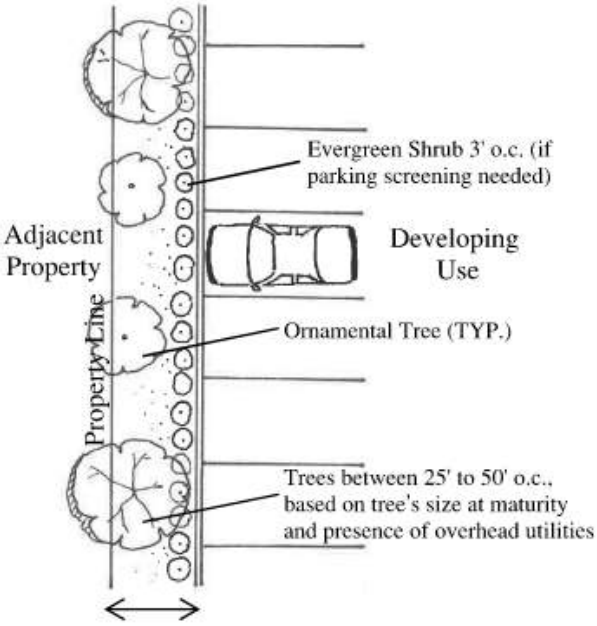
[4] See Chapter III about requirements for parking lot landscaping (see p. 27).

Appendix II: Landscape Plates



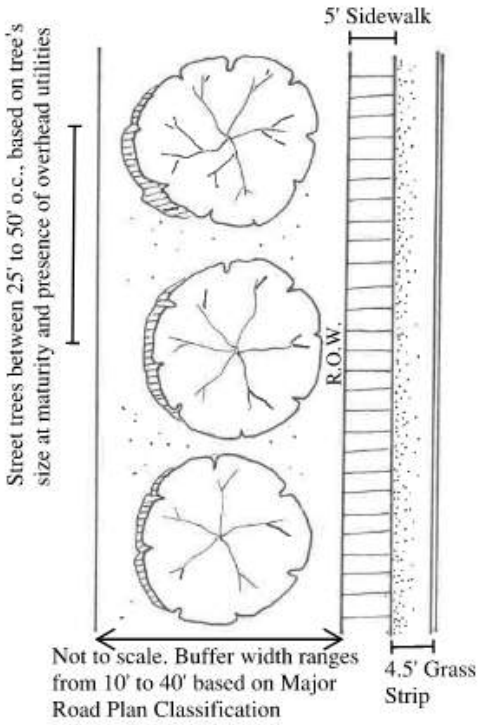
Not to scale. Buffer width ranges from 10' to 30' based on Zoning District and Use of Adjacent and Developing Property. Width could be reduced with use of brick or stone wall.

Buffer Plate A

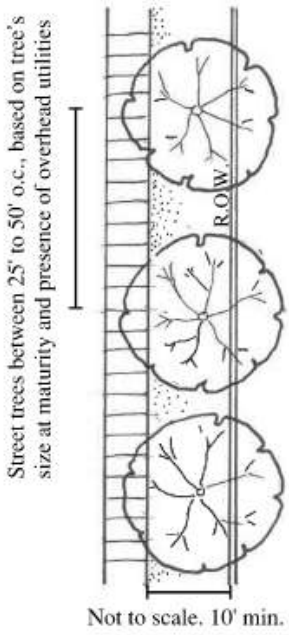


10' avg. width along shared property line with min. width, no less than 5' at any point

Buffer Plate B



Buffer Plate C



Buffer Plate D

Appendix III: Plant Selections

To curtail the spread of disease or insect infestation in a plant species, and to ensure the suitability of plant material selections, new plantings shall comply with the following standards.

Required Trees: Any tree not listed as an undesirable tree, as defined herein, or categorized as an "established threat" or "emerging threat" by the Tennessee Invasive Plant Council, is appropriate for meeting Town requirements. The use of plants native to West Tennessee, including their cultivars and varieties, is particularly encouraged (see UT Agricultural Extension, TDEC, and universities for more information). Preferred trees shall be species, varieties or cultivars that are commonly grown and available in West Tennessee tree nursery stock.

Prohibition of Invasive Species: Invasive species categorized as an "established threat" or "emerging threat" by the Tennessee Invasive Plant Council are inappropriate for use in new plantings in the Town of Collierville. Consult www.tnipc.org for the recent and complete list. When forested areas are proposed to remain within a development, property owners are encouraged, but not required, to remove invasive species from their site.

Undesirable Plant Species: The plants listed in the table below are trees determined by the DRC and BMA to be appropriate for removal due to their invasiveness or nuisance characteristics. Undesirable trees, while discouraged, may be planted in the landscape but cannot be used to meet any Town required plantings.

Plant Hardiness: Plant material selections shall be compatible with Plant Hardiness Zone 7b as indicated on the USDA website. http://planthardiness.ars.usda.gov/PHZMWeb/Default.aspx

Recommended Planting Season: New plant material should be installed during the appropriate planting months of October through May to ensure the best chances of survival. Installation of landscaping required for new developments may be postposed during the months of June through September to the appropriate planting season provided that the Town has an active Development Agreement with appropriate surety for the remaining landscaping improvements.

Listing of Undesirable Plant Species

Common Name:	Botanical Name:
• Ash species	Fraxinus spp.
• Autumn Olive	Elaeagnus umbellate
• Black Walnut	Juglans nigra
• Box Elder	Acer negundo
• Callery Pear*	Pyrus calleryana
• Chinaberrytree	Melia azedarach
• Chinese Parasoltree	Firma simplex
• Common Buckthorn	Rhamnus cathartica L.
• English Elm	Ulmus procera
• European White Elm	Ulmus laevis
• Ginkgo biloba**	Ginkgoaceae
• Glossy Buckthorn	Frangula alnus Mill.
• Golden Rain Tree	Koelreuteria paniculata
• Hardy Orange	Poncerus trifoliata
• Honeylocust (thorned)	Gleditsia triacanthus
• Horsechestnut	Aesculus hippocastanum
• Loblolly pine	Pinus taeda
• Mimosa	Albizia julibrissin
• Norway Maple	Acer platanoides
• Osage Orange	Maclura pomifera
• Paper Mulberry	Broussonetia papyrifera
• Princesstree, Paulownia	Paulownia tomentosa
• Russian Olive	Elaeagnus augustifolia
• Sliver Maple	Acer saccharinum
• Tallow Tree, Popcorntree	Triadica sebifera
• Tree-of-Heaven	Ailanthus altissima
• Weeping Willow	Salix babylonica
• White Mulberry	Morus alba

* Aristocrat, Bradford, Chanticleer

** Female of Species

Minimum Plant Size Requirements at Installation: Plant material shall meet the minimum height requirement for the category of material for which credit is requested.

- Street Trees in Front Yard Buffer Plates: Minimum 3 ½" caliper for arterial streets and a minimum 2 ½" caliper for local or collector streets
- Deciduous Canopy Trees (other than Street Trees): Minimum 2 ½" caliper
- Evergreen Trees: Minimum 6 feet in height with a minimum 2" caliper
- Ornamental/Understory Trees: Minimum 1" caliper
- Upright Shrubs: Minimum 24" high
- Spreading Shrubs: Minimum 18" spread
- Multi-Cane Trees: Minimum of 3 canes with a minimum 3" aggregate caliper cane size
- Screening Plants: When vegetative materials are used for screening, trees or shrubs shall be upright and evergreen with a mature height necessary to fully screen the item intended for screening and be at least 1 foot taller than the item at maturity. Shrubs used for screening shall be no less than 24 inches in height at the time of planting. Trees used for screening shall be no less than 6 feet in height at the time of planting with a minimum 2" caliper. See Section III(B)(2) for additional screening requirements for parking lots and Section III(H) for screening requirements for service areas and appurtenances.

Best Practices for Mulching

- Use organic mulches made from plant material rather than inorganic materials like gravel, rock, or plastics.
- Mulching should cover as much of a plant's root zone as possible. For plants in beds, mulch the entire bed. For individual plants, mulch an area that extends at least three to six feet from the base of the plant.
- Do not pile mulch against the base of a plant or tree trunk; pull the mulch away from the base one to two inches.
- Recommended mulch depth depends on the mulch material and soil conditions. Generally, a uniform depth of 2 to 3 inches is appropriate.
- As organic mulches decompose, replenish as necessary but do not exceed the recommended depth.

Appendix IV: Attached Dwellings

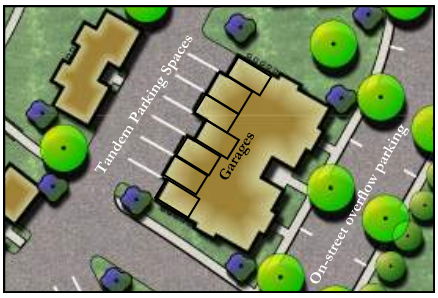
Character Imagery

Duplexes are considered attached dwellings

This building contains a ground level retail space

Townhouses oriented to streets with garages in rear

Apartments facing the street with rear parking areas



Tandem parking and on-street overflow parking

Supplemental Standards for Attached Dwellings

§151.003 of the Zoning Ordinance contains the following terms, and groups them under the broad definition of "attached dwelling," which is "one family dwelling attached to one or more one family dwellings by common vertical walls." Appendix IV applies to all four dwelling types:

- **Two Family Dwelling**: A detached residential building containing two dwelling units, designed for occupancy by not more than two families.
- **Multifamily Dwelling:** A building containing three or more dwelling units, including units located one over the other.
- **Townhouse:** A one family dwelling attached to at least two or more such units in which each unit has its own access to the outside, no unit is located over another unit and each unit is separated from any other unit by one or more vertical fire-resistant walls. The maximum number of attached dwelling units shall not exceed six dwelling units.
- **Mixed Use Building:** A structure containing both a residential and a nonresidential use.

Attached dwellings include a wide range of building types with units vertically and/or horizontally stacked

In addition to complying with the other applicable portions of the Guidelines, attached dwellings shall also comply with the following standards. In cases where a design guideline does not indicate its applicability to lots in a Conventional or Traditional Area, then that standard shall apply to lots in both areas.

A. Building Placement

- Garages and carports shall not face perimeter public streets.
- When all sides of a building will be seen from public rights-of-way, they shall be constructed to mask utilitarian areas (see Chapter II).

B. Parking, Circulation, & Connectivity

- Provide garages for over half of the dwellings within the development.
- Garages and carports shall hidden from view of the public realm or the primary frontages preferably by their location on the site, and by opaque screening if necessary.
- Locate parking within close proximity to the building it is intended to serve. Provide a parking plan that demonstrates parking relationship to buildings by identifying parking required for each building, with required parking being no farther than 300 feet from the dwelling it serves.
- Vehicular parking spaces behind garages, known as "tandem spaces" (see example left), as well as overflow parking pads, can supplement the practical parking needs of attached dwellings in our largely suburban environment. When provided, these parking spaces must have an uninterrupted depth of 20 feet, and shall not block drives, sidewalks, or alleys. If a depth of 20 cannot be provided, garage doors shall be intentionally placed 5 feet from the edge of the drive/alley to render the area unusable for parking.

C. Massing & Scale

- All buildings shall have a clearly identifiable articulated base, middle, and top, which contribute to the human scale of the building.
- Breezeways that would be visible from perimeter public streets or internal private streets designed with parallel or angled on-street parking shall be enclosed on that same frontage to give individual attached residential buildings served by common entryways/stairways the appearance from the public realm of a single large dwelling. If not heated/cooled space, consideration must be given for proper ventilation and air flow. Temperature controlled fans may be required.
- All sides of a dwelling visible from land occupied by or designated for detached residential uses, an existing public street right-of-way, or other public lands shall display a similar level of quality and architectural detailing.
- Long, monolithic, blocky, uniform, or repetitive facades and roof forms shall be prohibited. The facade and roof facing a street (public or private), a usable open space, or containing the primary entrance(s) to dwellings, shall score a minimum of eight (8) points using the following system, with at least 1 point coming from each category:

Roof Form (all count as 1 point except where noted):

- □ Alternating roof forms, materials, or colors, to add variety among a grouping of dwellings to avoid a monotonous "cookie cutter" effect (counts as 2 points)
- □ One or more dormer windows or cupolas
- □ A parapet wall with an articulated design rather than a simple rectilinear form

Façade Plane (all count as 1 point except where noted):

- □ Projections or recesses in the facade plane every 30 to 60 feet, depending on the scale of the building (with a minimum depth of two feet) (counts as 2 points)
- □ A covered porch, stoop, or balcony (counts as 2 points)
- □ A recessed entrance
- □ One or more box or bay windows with a minimum twelve-inch projection from the facade plane

Detailing (all count as 1 point):

- □ True or simulated (grids outside of the glass) divided light windows
- □ Shutters (operational with hinges and shutter dogs)
- □ Eaves with exposed rafters or a minimum six-inch projection from the facade plane
- □ Different exterior building materials and/or colors for each unit (e.g. alternating among brick, painted brick, siding, and stone)
- □ Pillars, posts, or pilasters
- □ Multiple windows with a minimum four-inch wide trim
- □ Copper (or similar decorative metal) gutters, downspouts, scuppers, and/or flashing
- □ Terracotta or slate roof shingles

Character Imagery

Open breezeways and stairwells are inappropriate

Changes in the façade plane and roof form

Pickets and landscape used to screen porches

Triplex with porches, columns, and exposed eaves

This building contains at least 5 design elements

Appendix IV: Attached Dwellings

CHARACTER IMAGERY

A primarily brick façade with fibrous siding accents

Buildings oriented toward open space and streets

Face primary facade to streets with garages in rear

Orient primary pedestrian entrances toward streets

Tandem parking spaces shall be at least 20' deep

- When porches will be seen from public rights-of-way, and to screen anything stored on the porch, they shall be constructed with any combination of pickets, enclosed by a low masonry wall, or landscaping (that upon maturity in one year), will provide at least 36 inches of screening of the porch, measured from the finished floor of the porch. Small stoops that are unlikely to be used for outdoor storage are exempt from this requirements.
- Buildings located within 200 feet of lands occupied by or designated for detached residential development, the perimeter buildings shall not exceed 35 feet in height; however, alternative methods will be considered on a case-by-case basis to transition between different scales of residential uses, such as effectively-screened reverse frontage, traditional building forms, topography, location, distance from other dwellings, and proposed variations in rooflines) (see also Chapter IV (A)).

D. MATERIALS AND COLORS

- Building facades shall be comprised of brick, stone, or traditional masonry materials for a minimum of 75 percent of the net facade area (excluding windows and doors). The remaining trim and accent materials shall be from the Appropriate Exterior Building Materials Table in the Town's Zoning Ordinance §151.006 (D).

E. OPEN SPACE, AMENITIES, & BUFFERS

- Attached dwelling developments shall provide extensive sidewalk and trail systems linking to surrounding street networks, greenways, and public parks.
- To provide informal surveillance, a sense of safety, and encourage a sense of "ownership" of amenities and open spaces by residents of the development, porches, entries, and windows of surrounding buildings shall be designed to orient towards usable open space (see Pages 23, 24, and 30).
- Streetscape elements (e.g., benches, trash receptacles, light fixtures, bollards, fountains, bicycle racks, etc.) included within an attached residential development shall be compatible with the architectural features of the structures, and shall help to establish a unifying theme throughout the site.
- No dwelling shall be farther than 300 feet from a usable open space (see Appendix V).

F. Guidelines Specific to Attached Dwellings in Traditional Areas

In addition to the other portions of these Guidelines, attached dwellings in Traditional Areas shall comply with the following:

- See Appendices II and III for the applicable buffer requirements around the perimeter of the development. On a case by case basis, a required buffer may be reduced or eliminated if an existing dense buffer already exists on the adjacent development.
- Along perimeter public streets, the primary pedestrian entrance and front facade of perimeter buildings shall be oriented towards the public street.
- Primary pedestrian entrances or facades shall not be oriented towards off-street parking lots, garages, or carports.
- Garages and carports serving attached residential structures shall be located to the side or rear of such buildings.

- Internal to the site, the primary pedestrian entrance and front facade of individual buildings within shall be oriented towards the following (listed in priority order):
  - Internal public or private streets (designed with curb, gutter, sidewalks, street trees, and on-street angled or parallel parking);
  - Usable open space areas (see Chapter III, Section E); and/or
  - Parks or Greenbelts (public).
- No off-street surface parking other than parallel or angled spaces designed to resemble a city street shall be located between the structure and the street it fronts.
- Tandem spaces in traditional developments shall not count towards meeting the minimum parking space requirement unless provisions have been made for overflow/guest parking (such as on-street angled or parallel spaces) or there are nearby spaces designated for units.
- Within the limits of the Downtown Collierville Small Area Plan, building details, including roof forms, siding materials, windows, doors, and trim shall reflect a recognized architectural style from Collierville's architectural history (Queen Anne/Eastlake, Folk Victorian/Gable-Front and Wing, Classical Revival/Greek Revival, Colonial Revival, Four Square, Tudor Revival, Bungalows, Craftsman, Shotguns, Ranch-Style).
- True or simulated (grids outside of the glass) divided light windows shall be used for any windows visible from the perimeter public streets.
- The minimum first floor ceiling height shall be 9 feet.
- The average finished floor elevation of façades that face a street or a usable open space shall be a minimum of 18 inches above grade. This requirement shall be waived for age-restricted developments or designated handicap units.
- Porches, stoops, balconies, and canopies shall be incorporated into each building's front facade to provide articulation and pedestrian-scale visual interest. A mixture of these elements is appropriate to create variety. Utilize wrap-around porches to address multiple frontages. Porches shall have a minimum usable depth of at least 6 feet.

G. Guidelines Specific to Attached Dwellings in Conventional Areas:

- Along perimeter public streets, attached dwellings in Conventional Areas must take one of the two forms below. Either:
  - the primary pedestrian entrance and front facade of the perimeter buildings shall be oriented towards the public street (see example right), any multifamily dwelling (building containing three or more dwelling units, including units located one over the other) shall have a setback of at least 200 feet from the nearest travel lane of adjacent public roads (per the Major Road Plan), and provide the applicable front yard buffer requirements per Appendices II and III.; or
  - provide a 50-foot or greater front yard buffer (measured from the edge of curb). In most cases this will create a 40-foot wide (or more) area behind the public sidewalk intended to screen the development from view from the public realm. Within the front yard buffer a minimum 50% opaque masonry (brick or stone) wall a minimum of 6 feet in height, the required street trees, upright evergreen trees, and evergreen shrubs, shall be provided. The wall must be set back at least 10 feet from a public sidewalk and have columns spaced no farther than

CHARACTER IMAGERY

A raised foundation, balcony, and wrapping porch

Buffer conventional dwellings from other land use

A conventional building and entrance facing street

This ground level porch is not adequately screened

The porch and the balcony are adequately screened

Appendix IV: Attached Dwellings

Character Imagery

20' (min.) tandem spaces and building separation

30' building separation required for 2-story units

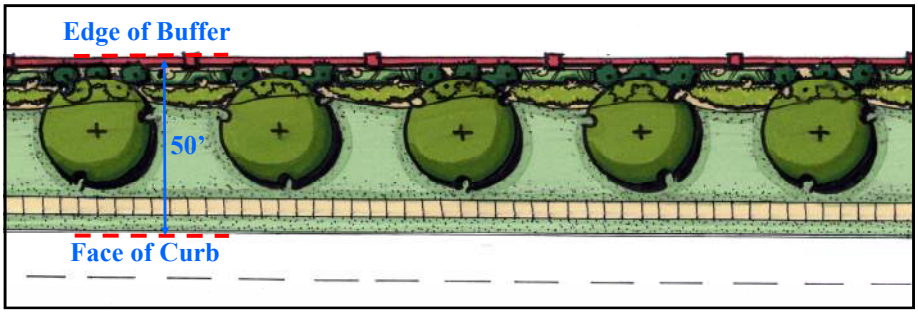
Garages with decorative doors, lights, and pergola

Conventional Development Pattern

Traditional Development Pattern

50 feet on center.

- See Appendices II and III for the applicable buffer requirements around the perimeter of the development. On a case-by-case basis, the buffer width may be reduced or eliminated if developing adjacent to an existing/planned nonresidential or attached dwelling use or if an existing dense buffer already exists on the adjacent development.
- Internal to the site, the primary pedestrian entrance and front facade of individual buildings shall be oriented towards the following (priority order):
  - Internal public or private streets (designed with curb, gutter, sidewalks, street trees);
  - Usable open space areas (see Chapter III, Section E); and/or
  - Parking lots.
- Tandem spaces (see example left) in conventional developments with garages fronting on internal private drives shall not count towards meeting the minimum parking space requirements.
- Attached dwellings (and any related accessory buildings) must be surrounded by at least 50% of foundation plantings.
- The minimum separation between buildings shall be 20 feet for 1-story buildings, 30 feet for 2-story buildings, and 40 feet for 3+ story buildings.
- No more than seven side-by-side townhouse-style attached dwelling units shall be attached in any single row.
- Garages shall comply with the following standards:
  - Individual vehicular garage doors shall be at least nine feet in width.
  - The inside dimensions of garages shall be at least 10 feet wide by 20 feet deep per vehicle.
  - When garages (attached or detached) are visible from internal streets (public or private), they shall include these architectural features on the side including the garage door(s):
    - Decorative carriage house garage doors;
    - Garage doors painted to match the main or accent structure color;
    - Garage doors located at least 20 feet behind the front façade; and
    - Ornamental light fixtures flanking the doors.
- When garages doors are used, also consider design features such as overhangs and/or structures flanking garage doors such as portico treatments, pergolas, columns, arbor, or trellis; windows and/or dormers (equal to vehicle spaces within garage) in garage doors; roof line changes and/or eaves with exposed rafters with a minimum 6-inch projection from the



In Conventional Areas, a 50-foot (or greater) front yard buffer (measured from the edge of curb) is required when attached dwellings do not face the perimeter public street. In most cases this will create a 40-foot wide (or more) area behind the public sidewalk . This buffer, intended to screen the development from view from the public realm, will contain an ornate fence or wall, deciduous trees, upright evergreen trees, and evergreen shrubs.

Appendix V: Measuring Usable Open Space

For the purposes of complying with Pages 15, 23, 24, and 30, of the Collierville Design Guidelines, the following shall be used for delineating usable open space areas on plans submitted for review. The BMA shall make the final interpretation of what constitutes usable open space, with a recommendation by the DRC.

Depiction on Plans:

- Graphically depict the limits of each usable open space on both the site layout and landscaping plan. The entire area of usable open space shall be measured by a single, uninterrupted polygon (a square, rectangle, semicircle, parallelogram, etc) comprising the entire usable open space.
- Label the area with the type of usable open space (active recreational area or formally planned area) and the percentage it is bound by streets (public or private) or buildings.
  - **Active Recreational Areas:** Land occupied by active recreational uses such as pools, ball fields, playgrounds, tennis courts, pedestrian trails, and clubhouses used primarily for recreation purposes.
  - **Formally Planned Areas:** Formally planned and regularly maintained areas including arranged plantings, gardens, gazebos or similar structures, fountains, sculpture, and other forms of public art, squares, forecourts, plazas, private parks, or private greenbelts must be designed in accordance with the standards in this subsection to qualify as usable open space.
- Label each individual usable open space on the plan as a "Usable Open Space" and its area in square feet (e.g. 3,000 sf). An example is shown to the right and also on Page 77.

Eligibility as Usable Open Space Polygon: Consider the following three qualities, based upon Pages 15, 23, 24, and 30, of the Collierville Design Guidelines, when designing usable open space:

Prominent Location: The usable open space shall be located so as to reasonably serve the nearby residents. In nonresidential areas, they are intended to also serve the patrons or employees of retail or office space. Specifically, a minimum of 40 percent of the perimeter of the usable open space polygon shall be bounded by public rights-of-way (or private drives designed to resemble an urban street with angled or parallel on-street parking) or fronted by buildings. Exceptions to this measurement include:

- greenbelts (public built by the development or private internal to the site), in which case the polygon can be measured 30 feet from the edge of the trail; and
- area occupied by lakes, woodlands, stormwater management systems, including retention/detention basins, and other bio-retention provided they are expressly designed with pedestrian features (paths or benches). In these cases, up to one-half of the land area of such portions of the site may be counted, up to 30 feet from the edge (water, treeline, top of bank/pond) of the area.
- Properly Sized: The minimum size for an individual polygon for nonresidential or mixed-use development is 2,500 square feet and 5,000 square feet for residential.

CHARACTER IMAGERY

Playgrounds are examples of active recreation areas

Usable open space bound by streets and homes

Usable open space 100% bound by a private road

Usable open space at a street intersection

Town Square is a prominent usable open space

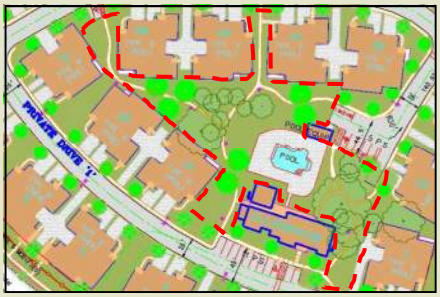
Appendix V: Measuring Usable Open Space

Character Imagery

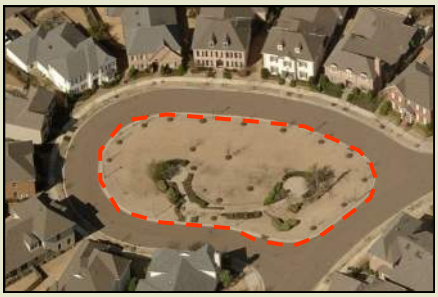
Narrow sidewalks with obstructions are not useable

Wide sidewalks with site elements are useable

Clubhouse amenity areas are considered useable



Pools and trail networks are considered useable



A useable open space bound 100% by roads

Uninterrupted Pedestrian Access: The following areas shall not be included in a single, uninterrupted usable open space polygon, as they inhibit or preclude the safe and comfortable use of a portion of the site by pedestrians and are uninviting:

- street rights-of-way, with the exception of wide sidewalks (8 feet wide or greater) adjacent to a building in a Traditional development that contain required site elements for a formally planned area;
- parking lot areas and internal driveways;
- land covered by structures (unless those structures are designated for active recreational uses such gazebos, clubhouses, etc);
- slopes any steeper than four-to-one (4:1);
- designated outdoor storage or product display areas; and
- driveways intersecting public streets.

Furthermore, off-site private property and any portion of a single family lot are inappropriate as usable open space.

Presence of the Required Site Elements and Recognizable Design Theme: Usable open spaces designed as Formally Planned Areas must contain certain features found in the "Site Elements" portion of the Design Guidelines (page 30). Active Recreation areas as defined on Page 24 are not required to have such elements. Although not appropriate for some natural settings, usable open space is often distinguished by the presence of:

- trees planted parallel to streets, sidewalks, and buildings in geometric patterns with on-center spacing;
- coordinated site furnishings (benches, trash cans, light poles, etc); and
- crushed stone, brick paver, or other comparable material. Areas not paved shall include mulch, grass, or appropriate ground cover.

Buildings containing attached dwelling units are required to be within 300' of a useable open space. All buildings in the plan above are within 300' of useable open space areas (indicated by red dashes).