

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: October 27, 2025

FROM: Donquetta M. Singleton, Assistant Town Planner

SUBJECT: Ordinance 2025-12 – **First Reading** – An Ordinance to Amend Title XV, Chapter 151 of the Town of Collierville Code of Ordinances by Amending §151.115(B)(4)(c) Related to the Maximum Number of Permitted Parking Spaces for a Restaurant Use, Case #255169

INTRODUCTION:

The applicant, Jim Wilson & Associates, LLC (Carl Bartlett Jr.), requests approval of a Zoning Ordinance amendment related to parking limitations for restaurants. The changes to the parking regulations, if adopted, would apply Town-wide to restaurants and multi-tenant commercial buildings. Other minor changes would be made to this section (i.e. adding headings to existing tables and clarifying how calculations are made for places of public assembly).

BACKGROUND:

The applicant submitted a Preliminary Site Plan for a new drive-through restaurant for staff review on November 14, 2024, and received staff comments on December 11, 2024. Changes were needed to the site layout to meet local standards and improve site circulation. Staff later met with the applicants to review the staff's comments related to parking requirements and the site design. The applicant later requested a variance related to exceeding the maximum allowed parking; however, on April 15, 2025, the Board of Zoning Appeals (BZA) denied the request based on the lack of a physical hardship.

The applicant recently submitted revisions for the Preliminary Site Plan and an initial review of the layout shows the parking requirements have been met; however, the applicant has requested to continue with the amendment (see Exhibit 7). In recent years, other restaurants and multi-tenant buildings have pursued more parking than allowed (Chick-fil-A, Schilling Farms Retail Shells, etc.) to address parking demand during peak times.

The Planning Commission (PC) recommended approval of Ordinance 2025-12 to revise the parking calculations on October 2, 2025.

DISCUSSION:

1. The Town uses both minimum parking requirements and maximum parking limits to ensure non-residential sites are designed to minimize off-site impacts.

- The minimum parking requirement for a restaurant is one (1) space for every 200 square feet of building area.
- The minimum off-street parking requirements are intended to ensure commercial property has enough parking on-site and to prevent off-site parking (on other public streets and private lots, etc.).
- The maximum number of parking spaces for restaurants (not multi-tenant buildings) shall not exceed one (1) space for every two (2) seats provided for within the assembly occupancy.
- The maximum allowed for a multi-tenant building is also one (1) space for every 200 square feet

of building area. Such buildings often contain one (1) or more restaurants.

- The purpose of the maximum parking limitation for nonresidential uses is to minimize adverse impacts large parking areas only used during peak times (i.e. stormwater runoff, heat island effect, light trespass from parking lot lights, diminished walkability, etc.).

2. The applicant has requested the maximum parking requirement for restaurants be changed from one (1) space for every two (2) seats to one (1) space for every 100 square feet of building area (see Exhibits 1 & 2).

- The request would eliminate seating as a means to calculate maximum allowed parking for restaurants. Along with amending the requirements for a restaurant, staff has found it necessary to simplify parking limits by using a tiered approach (see Exhibit 1, Attachment A).
- For restaurants and multi-tenant commercial buildings up to 50,000 square feet, the minimum parking ratio would continue to be 1 space for every 200 square feet.
- For restaurants and multi-tenant commercial buildings up to 50,000 square feet, the maximum parking limit would be 1 space for every 100 square feet.
- Other parking ratios in Table 151.115-01 are also being amended to include minimum and maximum ratios.

3. Recently, there have been variance requests to allow more parking for nonresidential sites in the Town.

- In 2009, the Board of Mayor and Aldermen (BMA) approved an amendment to the Schilling Farms PD to allow for the Urban Land Institute (ULI) Shared Parking standards to be used instead of the Town's parking regulation which do not have a "cap".
- LA Fitness (1088 West Poplar Avenue) applied to change the Town's maximum parking limit for health clubs. The BMA approved their requested formulas and amended the Zoning Ordinance in 2018 after the BZA denied a parking variance.
- In 2023, the BZA did not grant a variance to allow a Chick-Fil-A (Almadale Farms PD) to exceed the maximum parking requirement due to the lack of a physical hardship.
- Also in 2023, Chick-fil-A submitted a parking variance for a proposed location on Poplar Avenue and Cartwright Farm Lane that was later withdrawn. The applicant submitted a revised site plan complying with the parking requirements (see Exhibit 4), but showing areas reserved for future parking if the "cap" was ever changed. This site was not approved due to traffic concerns.

4. Planning Staff conducted a comparison of recent similar projects, reviewing the current (minimum and maximum) parking requirements and proposed amendments (Ordinance 2025-12) (see Exhibit 4).

- Findings from the study show multi-tenant commercial buildings with restaurants could benefit the most from the amendment if their lots were large enough to accommodate additional parking spaces. The number of parking spaces provided for four (4) of these multi-tenant spaces is considerably less than what the proposed amendment would allow.
- Three (3) of the five (5) stand-alone restaurants could also benefit from the amendment. The remaining stand-alone restaurants would see a decrease in their maximum parking. Those sites (Slim Chickens and Chick-fil-a) exceed the minimum requirement for open space/pervious area (over 30%).
- Factors such as lot size and shape, building setbacks, required buffers, and minimum open space/pervious area can limit the amount of parking.

5. The Institute of Engineering (ITE) Parking Generation Manual shows peak parking demand for a fast-food restaurant is higher than the Town's current maximum parking limit (see Exhibit 5).

- Parking demand is highest around lunch (12pm–1pm) on weekdays, while weekends are more spread out.
- A 3,700-square foot fast-food restaurant, on average, needs approximately 32 parking spaces on a weekday (outdoor seating calculation not included) (see Exhibit 5, Page 4).
- The eighty-fifth (85th) percentile parking demand is 51 spaces, which means 85% of the time a fast-food restaurant will need 51 spaces or fewer for fast-food restaurants.
- Providing 51 spaces covers average weekday needs and the busier lunch period.
- The ITE Parking Generation Manual does not have rates for multi-tenant commercial buildings of smaller sizes. The average shopping center size in the ITE manual is approximately 200,000 square feet.

6. An alternative to "raising" the parking cap could include removing it for buildings under 50,000 square feet and letting the Town's current minimum open space/pervious area ratios limit the amount of parking.

STAFF RECOMMENDATION: Staff recommends approval, as the request is warranted based on the increase of requested variances for restaurant parking, ITE estimates for restaurants, and Staff's observation of local multi-tenant buildings with restaurants.

ATTACHMENTS:

[Exhibit 1 Ordinance 2025-12 with Attachments 9.26.25.pdf](#)
[Exhibit 2 Cover Letters 8.7.25 & 9.10.25.pdf](#)
[Exhibit 3 Applicant's Parking Case Study 3.3.25.pdf](#)
[Exhibit 4 Parking Study Table 9.19.25.pdf](#)
[Exhibit 5 ITE Parking Generation Manual.pdf](#)
[Exhibit 6 Staff Grounds for Amendment Analysis 9.26.25.pdf](#)
[Exhibit 7 McDonald's Conceptual Site Layout 9.29.25.pdf](#)

PROPOSED MOTION:

To approve Ordinance 2025-12 on First Reading (Exhibit 1).

Board Action: Motion By _____ Seconded By _____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						