

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: August 25, 2025

FROM: Jaime W. Groce, Town Planner

SUBJECT: Ordinance 2025-08 - **Third and Final Reading** - An Ordinance to Amend Title XV, Chapter 151, of the Town of Collierville Code of Ordinances by Amending § 151.021 Uses Permitted in Each Zoning District; § 151.003 Definitions; § 151.024 Specific Provisions for Conditional Uses; and, § 151.020 Districts Established, Related to the Selling of Alcoholic Beverages for On- or Off-Site Consumption

INTRODUCTION:

The Board of Mayor and Aldermen (BMA) is being asked to consider Ordinance 2025-08 (Exhibit 4), which is a staff-initiated amendment to the Zoning Ordinance addressing uses related to the selling of alcoholic beverages for on- or off- site consumption. These amendments to the Zoning Ordinance were drafted as “companion” updates to the Town Code the BMA has been considering this year (see Exhibit 1).

BACKGROUND:

Following work sessions in early 2025, the BMA requested draft changes to the Town’s alcohol regulations. Ordinance 2025-08 has been reviewed by the Town Attorney and assisted with the related rewriting of the Town Code (Ordinance 2025-09). On July 17, 2025, the Planning Commission (PC) recommended approval of Ordinance 2025-08 at a called meeting. The BMA held a Public Hearing with the Second Reading on August 11, 2025.

DISCUSSION:

- 1. Updating the Town’s regulations related to the selling of alcoholic beverages for on- or off-site consumption is anticipated to have a positive economic impact on the community and enable business models not currently possible under the existing regulations (see Exhibit 2).**
- 2. Amending the Zoning Ordinance to allow different business models for the selling of alcoholic beverages is in conformance with the Collierville 2040 Land Use Plan and Downtown Collierville Small Area Plan (see Exhibit 3).**
- 3. If Ordinance 2025-08 is adopted, several sections of the Zoning Ordinance would be amended. A summary of the proposed changes is as follows.**
 - Several uses in the Use Table (§151.021) related to the selling of alcoholic beverages for on- or off-site consumption would be amended. The entire Use Table is not listed, just the uses possibly having alcohol associated with them. Only the uses with red text in Exhibit 4 are changing.
 - Alcohol-related sales will generally be treated like any other retail use with fewer Conditional Use Permits (CUPs) required.
 - Alcohol- and entertainment-related uses are being removed from industrial districts but expanded in commercial districts.
 - Use Table changes to better match definitions section, add in new uses, and new footnotes

- to reference the Town Code.
- Changes are proposed to better distinguish convenience stores from gas stations with fuel markets, as some small retail stores.
- Several definitions from §151.003 related to the selling of alcoholic beverages for on- or off-site consumption would be amended. The whole definitions section is not listed, just the terms possibly having alcohol associated with them. Only the definitions with red text in Exhibit 4 are changing.
 - New definitions are being created for previously undefined uses and new uses and changes are being made where needed.
 - Changes are proposed to better distinguish convenience stores from gas stations with fuel pumps.
 - The Specific Provisions for Conditional Uses section (§151.024) is being changed to revise the language in the convenience store provisions to remove alcohol-related regulations and reference the Town Code instead.
- The Districts Established section (§151.020) is being amended to address an omission from 2011 when new districts were created but not added to this section.

4. Other “cleanup” amendments to the Zoning Ordinance and Town Code may be needed in 2025 through separate ordinances.

NEXT STEPS: The BMA will also consider the related amendments to the Town Code (Ordinance 2025-09) on Third and Final Reading on August 25, 2025. The effective date of both ordinances is scheduled for August 25, 2025.

STAFF RECOMMENDATION: Staff Recommends approval of Ordinance 2025-08 finding it is consistent with the Grounds to Amend the Zoning Ordinance (Exhibit 3).

ATTACHMENTS:

[Exhibit 1 - 7-17-25 Admin Memo to PC - Alcohol Regulations.pdf](#)

[Exhibit 2 - 7-17-25 ECD Memo to PC - Alcohol Regulations.pdf](#)

[Exhibit 3 - Staff Analysis of Grounds for Amendment 7-9-25.pdf](#)

[Exhibit 4 - Ordinance 2025-01 Cover Ord. 8-11-25 with Attachments.pdf](#)

PROPOSED MOTION:

To approve Ordinance 2025-08 (Exhibit 4) on Third and Final Reading.

Board Action: Motion By _____ Seconded By _____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						