

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: August 24, 2026

FROM: Michael Clark, Community and Economic Development Director

SUBJECT: Collierville 2050 Comprehensive Plan Mid-Project Update

INTRODUCTION:

The Town of Collierville is currently undertaking the Collierville 2050 Comprehensive Plan, an 18-month, community-driven effort to establish a shared vision and policy framework for the Town's next 25 years. The Plan is intended to serve as a comprehensive blueprint for future decisions related to land use, transportation, utilities, economic development, recreation, zoning, design, historic preservation, and overall community character. The purpose of this agenda item is to provide a mid-project update as we transition from general information gathering to policy making.

BACKGROUND:

In fall of 2025 the Town selected Freese & Nichols, a nationally recognized planning and engineering firm, as the project's primary consultant. The firm was selected to provide an independent, multidisciplinary perspective and to assist the Town with community engagement, technical analysis, visioning, and development of the final Comprehensive Plan. Since the project began the Town and Freese & Nichols, and subconsultants, HDR, TXP, and Pillars, have worked collaboratively with residents, business owners, community leaders, Town staff, and the 28-member Comprehensive Plan Steering Committee to better understand the community's priorities, opportunities, and challenges. Engagement to date has included focus groups, surveys, community events, an interactive mapping activity, and a multi-day Design Charrette. The input received through these efforts is now being synthesized into the emerging vision and recommendations for Collierville 2050.

DISCUSSION:

This presentation provides the Board of Mayor and Aldermen and public, with a mid-project update on the process, highlighting work completed to date, key themes emerging from community engagement, preliminary findings, and the direction of the project as it moves into its next phase. The presentation will also provide information on how the public and provide feedback on draft chapters and direction of the Plan and offer guidance as the Town and Freese & Nichols continue developing the vision, policies, and implementation strategies that will guide Collierville toward 2050.

PROPOSED MOTION:

No motion is required. Informational purposes only.

Board Action: Motion By _____ Seconded By _____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						