

# COLLIERVILLE:

## A Proven Regional Trade Center

First incorporated in 1850, Collierville gradually grew as an agricultural and trade center in the years following the Civil War. Following World War II, Collierville began to experience rapid growth as the Greater Memphis region expanded. The Town's residential growth stimulated commercial and industrial development. Currently, Collierville has an estimated population of 46,462. The Town is expected to reach a population of over 89,000 by build-out.

- 1 **Poplar Avenue Corridor:** The primary commercial corridor in Collierville with approximately 3.5 million square feet (gfa) of existing commercial development. Germantown, adjacent to the east, is mostly built-out, but has strong income power.
- 2 **Carriage Crossing Lifestyle Center:** The lifestyle center, which opened in 2005, and adjacent outparcels and shopping center, contains approximately 1.2 million square feet of commercial space (gfa) and is a major regional draw.
- 3 **Downtown Collierville:** Collierville continues to grow by being business-friendly and emphasizing high quality, while maintaining a small town charm and investing in its Historic Downtown (e.g. Center Street Connect enhancement project, heritage tourism).
- 4 **I-269/SR-385:** New freeway segment that connects Poplar Avenue (SR-57) to Interstate 40 was completed in 2013.
- 5 **I-269:** New segment of I-269 freeway is being constructed with new interchange at Highway 72. With major infrastructure investment and development nearby—this area is well-positioned for growth (Tennessee portion of I-269 to be completed by Mid-2015). Once completed, I-269 will provide an 'outer loop' for the Memphis region that bypasses I-240.
- 6 **US Highway 72:** Is being expanded from two to four lanes with medians, bike lanes, and additional amenities from Poplar Ave. (SR-57) to SR-385 Freeway. (Project to be completed by August 2014)
- 7 **Norfolk-Southern Intermodal Facility:** The new intermodal facility in Fayette County is now operational. Norfolk-Southern has created 139 new jobs on-site and an estimated 6,200 jobs are expected to locate in the area due to the new facility. Adjacent communities Piperton and Rossville currently have limited retail development.
- 8 Approximate location of the only point of vehicular access to the Norfolk-Southern Intermodal Facility (Highway 72).
- 9 **Chickasaw Trail Industrial Park** in adjacent Marshall County, MS: Is poised for major growth with the opening of the Norfolk-Southern Intermodal Facility and the recent completion or pending completion of major employment centers for Asics, Exel, and Roxul Corporations.
- 10 Collierville is home to several corporate headquarters, including the **FedEx World Tech Center**.

Key Collierville Demographics	
Population	46,462
Median Household Income	\$102,643
Median Per Capita Income	\$40,661
Retail Sales Per Capita	\$20,327
Population Per Square Mile	1,501
High school graduate or higher, Percent of Persons Age 25+	96%
Homeownership Rate	85.8%
Total Number of Firms	4,641
SOURCE: U.S. Census Bureau, American Community Survey	

