I. PROPOSED COMPREHENSIVE PLAN AMENDMENT

A. Description of Request

Request: This is a publicly initiated text amendment is for the purpose of adopting the Brandon Community Plan. The proposed text amendment will add the Brandon Community Plan in the Livable Communities Element. The community plan includes a vision statement, goals and strategies for areas within the Brandon Community Plan boundary. The proposed text amendment establishes a boundary for the area being affected by the amendment. Two additional maps, a Multi-Modal Transportation District and a Character District Map, are also included for adoption.

Background: The Hillsborough County Planning & Growth Management Department, with assistance from the Hillsborough County City-County Planning Commission and Office of Neighborhood Relations worked with residents as well as civic leaders, business owners, and organizational representative in assessing current characteristics, future aspirations and methods of bringing about the desires for this community plan boundary area.

The Community Plan is an official policy document adopted through a Vision statement and Goals and Strategies in the Livable Communities Element of the County’s Comprehensive Plan. The Plan will be recognized in future development, redevelopment, economic, environmental and other decisions affecting the Brandon planning area. It does not create projects that must be funded by the County. It is intended to be implemented by citizens through a variety of public, private and public/private partnerships.

Beginning with a public open house in July 2007, community representatives identified relevant issues and experts from the county were brought in to
provide background and planning guidelines for the members. The community categorized their goals in a hierarchy that establishes transportation choices as the prevalent concern in the area. Other goals address the natural environment, infrastructure, character, recreational and cultural resources, protection of existing neighborhoods, and economic competitiveness and regional collaboration.

The Vision Statement along with eight (8) goals and implementation strategies, and the Multi-Modal Transportation District and Character District maps make up the Brandon Community Plan.

The eight goals are:

**Goal 1** Establish a balanced transportation system by prioritizing options to server local and regional needs and facilitation multi-modal choices  
**Goal 2** Protect and enhance Brandon’s natural environments and rural character including existing natural resources and environmentally sensitive areas  
**Goal 3** Revitalize (protect, reinvest, maintain) Brandon’s older infrastructure and ensure that concurrency requirements are met on new development  
**Goal 4** Preserve Brandon’s family-friendly small town qualities by promoting and enhancing the sense of place and community  
**Goal 5** Recreational and cultural resources need to be provided to support our family friendly community  
**Goal 6** Re-establish Brandon’s historical, hospitable, and family oriented character through thoughtful planning and forward thinking development practices by concentrating density in certain areas to preserve the semi-rural lifestyle of other areas....(see attached text)  
**Goal 7** Advance Brandon’s economic competitiveness in the region through a diversified economy and broader employment base  
**Goal 8** Strengthen and empower community and business associations

The proposed text of the Brandon Community Plan is attached.
Brandon Community Plan
Vision Statement

Brandon:
Tampa Bay’s preeminent family community
Vision Statement

Brandon, the Heart of Hillsborough, is a vibrant community of diverse neighborhoods. While preserving its small town atmosphere, the community embraces a rich blend of comprehensive economic opportunities and sustainable growth. Future development will seek to balance Brandon's natural, business and cultural environments.
Brandon Community Plan
Goals and Strategies

Brandon:
Tampa Bay's preeminent family community
The Brandon Community Plan
September 1, 2009

Goals and Strategies

Goal 1
Establish a balanced transportation system by prioritizing options to serve local and regional needs and facilitating multi-modal choices

1. Encourage an increase in the frequency of roadway linkages. Design new developments to encourage connectivity.
   a. Complete the Gornto Lake Road extension
   b. Complete the Providence Lakes Boulevard connection between Providence Road and Kings Avenue
   c. Complete the intersection improvements at Lithia-Pinecrest / Lumsden / Bell Shoals Roads
   d. Improve north-south travel particularly access to I-4
      i. Require a transportation study for the widening of Parsons Avenue north of SR-60
   e. Support a transportation study for Valrico Road improvements
   f. Support a consensus decision of the study to widen Lithia-Pinecrest Road

2. Support a transit system that provides dependable and frequent quality service to key employment, education, and shopping facilities. Collaborate with HART to ensure that future development includes more frequent service, adequate routes, extended hours of operation, bus stop enhancements and safe sidewalk access. New transit service should be provided concurrent with new development.
   a. Improve local bus service by increasing frequency of existing routes to downtown Tampa, Westshore and University of South Florida
   b. Evaluate the need to expand express bus service to downtown Tampa / Marion Transit Center and MacDill Air Force Base
   c. Study feasibility of Express Bus service from Brandon to Westshore and from Brandon to USF
   d. Identify and develop park and ride facilities, including the consideration of:
      i. Addition of a park and ride in the vicinity of Falkenburg Road and Causeway Boulevard
   e. Bus stops should include shelters, lighting, adequate pavement, waste receptacles, appropriate street furniture and other enhancements
   f. Future commuter rail or other transit should be planned to connect Brandon with outside activity centers such as Downtown Tampa, Westshore and USF. Currently (3-26-2009), the Hillsborough County MPO and TBARTA show potential light rail connections in a corridor area possibly at or near Brandon Boulevard (SR-60)

3. Establish a Multi Modal Transportation District in the area designated in the Concept Master Plan

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4. As roads are improved, encourage the replacement of two-way turn lanes with landscaped medians planted with Florida-friendly drought tolerant plants.
   a. Strengthen and enforce maintenance regulations regarding litter, noise and roadway environment including signage, landscaping and lighting
   b. Provide appropriate trees and other landscaping as roads are widened or during other roadway maintenance or construction projects that reflect the Livable Roadways Guidelines. Encourage tree canopy diversity and low maintenance, Florida-friendly drought tolerant plants
   c. Strengthen and enforce codes for property maintenance
   d. Improve roadway maintenance with respect to trash and litter collection, particularly along Lumsden Road between Falkenburg Road and Kings Avenue

5. As roads are improved, require the addition of amenities for pedestrians and bicyclists. Provide intersection improvements, turn lanes, bicycle lanes, traffic signalization, roadway maintenance, crosswalks, and landscape improvements that maintain the adopted level of service and reflect the best practices of the Livable Roadways Guidelines
   a. New development and transportation infrastructure investments should place emphasis on proximity to community and social services, walkability and creating a healthy street life
   b. Accommodate all modes of transportation by providing safe and functional infrastructure and services for driving, walking, biking and transit compatible with the community character
      i. The community recognizes the need for a system of bike lanes and trails

6. Enforce existing truck route regulations that ensure safety and alternative routing and address spillage, capacity noise, residential pass-through, hours of operation and intersection turning radii. Refer Bloomingdale Avenue to the Truck Route Plan Technical Committee for evaluation of the feasibility of removal from the County's truck route plan.
   a. Trucks should stay on designated routes and laws regulating operations should be enforced
   b. Intersections of roads should be designed for pedestrian safety that reflect the Livable Roadways Guidelines by minimizing curb radii and reducing crossing distances

7. Improve roadway safety relating to accident rates and deaths. Target roadways with an increase of 10% or more per year starting with 2008 records
   a. Design all intersections to be walkable and to reflect best practices in pedestrian-oriented roadway and site design
b. Strengthen and enforce roadway safety through roadway design and traffic control (e.g. crosswalks, striping, lighting and roadway crossings)
   i. Utilize roadway design and traffic control to reduce vehicle speed and increase driver awareness where appropriate
   ii. Design intersections for pedestrian safety at neighborhood nodes and commercial nodes
   iii. Improve the safety and the aesthetics of the Bell Shoals Road and Bloomingdale Avenue intersection
   iv. Complete the improvements to Lithia-Pinecrest / Lumsden / Bell Shoals Roads intersection currently in the PD & E Study phase including
      1. high visibility crosswalk striping
      2. short crossing distances, and
      3. enhanced street lighting
   c. Provide safe travel paths to schools, parks and public service sites by using sidewalks, marked crosswalks, special signage and street lighting

8. Acknowledge the desire to maintain or restore the following roadways on the County’s list of constrained roads:
   a. Windhorst Road between Lakewood Drive and Kingsway Road
   b. Kingsway Road between Brandon Boulevard and Dr. Martin Luther King, Jr. Boulevard
   c. Bell Shoals Road between Lumsden Road and Bloomingdale Avenue
   d. Lakewood Drive between Brandon Boulevard and CR 574
   e. Refer the portion of John Moore Road from Lumsden Road to Bloomingdale Avenue for consideration under the County’s list of constrained roads

9. Develop guidelines for roadway landscape standards applicable to all arterials and collectors

10. Develop Overlay District plans for the segments of Bloomingdale Avenue and Lithia Pinecrest Road inside the boundaries of the Brandon Community Plan area to address at a minimum building placement, parking location, access, frontage, setbacks, buffers, landscape, streetscape, signage and the location of storm water systems.
Goal 2
Protect and enhance Brandon's natural environments and rural character including existing natural resources and environmentally sensitive areas

1. Encourage the preservation of existing natural resources and rural character through increased open space requirements, natural plant community protections and the implementation of certain density credit methods such as clustering development and/or the transfer of development rights to protect rural or environmentally sensitive areas

2. Identify and establish a centrally located (near Brandon Main Street) open space park to be utilized for cultural and community events

3. Identify and prioritize in order of ecological significance the existing lakes and ponds - both naturally occurring and storm water systems - to develop restoration plans to increase wildlife utilization and community passive recreation such as nature study, bird watching, fishing, hiking trails that would interconnect systems where practical

4. Identify and prioritize in order of ecological significance the creeks and streams (i.e. Delaney Creek, Buckhorn Springs Creek, & 10 Mile Lake) in the Brandon area in order to develop restoration programs to increase wildlife utilization, for both terrestrial and aquatic species, with the help and guidance of local, state, and federal wetland programs

5. Identify and encourage the acquisition of properties to establish an interconnected corridor to existing parks and preserves (“Emerald Necklace”) within neighboring communities such as Seffner, Thonotosassa, Lithia, Limona, Valrico, and Dover for the development of a trail system and to facilitate, where possible, wildlife movement

Goal 3
Revitalize (protect, reinvest, maintain) Brandon’s older infrastructure and ensure that concurrency requirements are met on new development

1. Protect our long-term property values and family values by supporting a planned investment strategy for infrastructure maintenance, including: water, sewer, private utilities, circulation rights-of-way, street lighting, parks, and public buildings

2. Establish a reasonable investment schedule and financing system of support for the upkeep of our infrastructure

3. Develop guidelines for neighborhoods in transition from residential to non-residential uses

Brandon: Tampa Bay’s preeminent family community
Goal 4
Preserve Brandon’s family-friendly small town qualities by promoting and enhancing the sense of place and community
1. Identify and protect Brandon’s historic resources through the County’s Landmark designation program

2. Promote cultural resources including Center Place and the Brandon Advantage Center

3. Promote the Brandon Chamber of Commerce family-friendly community branding program

4. Develop and promote the use of a Brandon logo representing our family-friendly community

Goal 5
Recreational and cultural resources need to be provided to support our family friendly community
1. Encourage new development to provide new or enhanced (to be defined) recreational amenities

2. Encourage new development adjacent to the “Emerald Necklace” park system to connect to the system

Goal 6
Re-establish Brandon’s historical, hospitable, and family oriented character through thoughtful planning and forward thinking development practices by concentrating density in certain areas to preserve the semi-rural lifestyle of other areas. Attempt to buffer and transition uses in concentric circles where possible with most intense uses in an area at a node (intersection) and proceeding out from there. Create a plan for how areas could be developed and redeveloped for the future. Each of these areas would have potential for different building heights, parking configurations, fencing, buffering, landscape requirements, special use limitations, and design standards. These standards apply to new construction on infill property, redevelopment of undesirable areas and renovation of existing buildings. The primary consideration of all changes should be compatibility with existing structures to ensure neighborhood preservation

1. Target the Brandon Main Street area as the center of our community and continue the co-location of public facilities and common private assets in the Brandon Main Street area. Civic buildings (along with public open space / gathering spaces) should be reserved for prominent sites in the
community, preferably at an activity center. Civic is understood to include schools, institutions, churches, basically any structure used on a regular basis by the public and that creates an identity for the community.

2. Encourage mixed-use projects for new development in the Brandon Main Street area and for redevelopment in established commercial areas and Activity Centers, as designated on the Concept Master Plan Map including the boundaries of the Multi-Modal Transportation District.

3. Implement Brandon Character Districts to protect established neighborhoods and historic patterns of development.

4. Consistently with the Brandon Character Districts Map, develop design guidelines for the Brandon Character Districts to address at a minimum building height, density and intensity, building types, bulk, mass, parking location, access, frontage, setbacks, buffers, landscape, streetscape and signage. Consistent with the general design characteristics listed in the Brandon Community Plan document, develop specific standards for adoption into the Land Development Code.

5. General design characteristics for each Brandon Character District are as follows:

   a. **Urban Center** -- This area contains the most intense land uses and includes regional shopping areas and the State Road 60 Overlay District. Commercial and mixed-use developments will be encouraged with varying building heights between 3-10 stories.

   b. **Urban General, including Brandon Main Street** - Mixed use building types immediately adjacent to the Urban Center District designed to accommodate retail, offices and dwellings including row houses, town houses and multi-family housing. This district will contain a tight network of streets and blocks with wide sidewalks, consistent street tree planting and buildings 2-5 stories set close to the building setback line.

   c. **Light Industrial** – Northwest area of Brandon devoted primarily to business parks, light industrial and government uses. A large part of this area is the Falkenburg Government Complex, a concentration of Hillsborough County government buildings as well as Hillsborough Community College’s Brandon Campus. Landscape plantings of trees and shrubs are encouraged to soften the look of these buildings and screen less visually appealing activities from the view of the main thoroughfares.
d. **Suburban** - Primarily residential area of single-family detached homes with side and perimeter yards on one-quarter acre or less. Mixed-use is usually confined to certain intersection locations. This district has a wide range of residential building types: single-family detached, single-family attached and townhouses. Setbacks and street canopy vary. Streets typically define medium-sized blocks. New development/renovation would be required to build internal sidewalks and connect to existing external sidewalks or trails.

e. **Garden Estates** – Usually adjacent to “Suburban” districts or agriculturally zoned properties including a few small working farms. These areas consist predominantly of single-family homes with large lots of at least half-acre. They may retain agricultural zoning including related horse and farm animal ownership rights, giving the feel of a semi-rural lifestyle. Blocks may be large and the roads irregular to accommodate existing site conditions such as flag lots or large, grand oak trees. Although located within the Urban Service Area, homes may have been constructed with private wells and septic systems so that County water may or may not be available in these areas. Demand for neighborhood serving uses like Childcare and Adult Day Care is minimal. As a result, special uses should be located at intersections and would not be deemed compatible unless they meet the locational criteria for a neighborhood serving commercial use in the Land Development Code.

**Goal 7**
Advance Brandon's economic competitiveness in the region through a diversified economy and broader employment base

1. Study and identify ways to improve the utilization of existing industrial areas and business parks, with the assistance of the Greater Brandon Chamber of Commerce

2. Encourage mixed-use development adjacent to identified existing industrial and commercial districts as referenced on the Brandon Character Districts Map
The Brandon Community Plan
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Goal 8
Strengthen and empower community and business associations

1. Establish an umbrella organization to facilitate communication between various community associations such as the chamber of commerce, homeowner associations and other neighborhood groups within the plan boundaries for the purpose of implementation and long-term oversight of the Brandon Community Plan

2. Encourage creation of new civic associations or neighborhood representatives in areas without an official homeowner's association or civic group

3. Establish a roundtable for the exchange of ideas and collaboration on issues affecting the communities in eastern Hillsborough County including Brandon, Bloomingdale, Seffner, Mango, Valrico, Limona, and Dover

END of GOALS and STRATEGIES
Brandon Community Plan
Boundaries Map

Brandon:
Tampa Bay's preeminent family community
Brandon Community Plan
Multi-Modal Transportation District Map

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Brandon Community Plan
Brandon Character Districts Map

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