Meeting Agenda

- Pilot Project Purpose & Outcome
- Mixed-Use Centers Strategy
  - Land Use & Market Analysis
  - Policy Framework & Proposed Centers
  - Survey Feedback
- Transportation & Transit Options
  - Existing Conditions
  - Survey Results
  - Proposed Options
    - SR 60
    - Lumsden Road
    - Bloomingdale Avenue
- Next Steps
Pilot Project Purpose & Outcome
Pilot Project Purpose & Outcome

- Build on Past Planning Efforts.
- Develop Strategies for Key Corridors.
- Refine Strategies for Mixed Use Centers.
- Evaluate Transportation Options for Constrained Corridors.
- Explore Transit Solutions to Serve Local and Regional Travel.
Land Use & Market Analysis

- Approaching Build Out
  - Few large, unconstrained vacant sites available.
  - Reuse and redevelopment of older properties.
  - Small scale residential infill in neighborhoods.

- Pace of Development Slowing
- New Residential as Infill Projects
- Retail Market Strong East of I-75
- Small Footprint Office to Continue
- New Lodging Potential Close to I-75
Development Potential

Study area is approaching build out, with few unconstrained vacant sites available for development.
Planning & Policy Framework

- Existing Planning Tools Address Commercial and Mixed-Use Corridors.

- Pilot Project Builds on Visions, Plans, and Policies.
  - Focus Hillsborough’s Vision for Future Growth
  - Hillsborough County Comprehensive Plan
  - Brandon Community Plan & Overlays
  - Brandon Main Street & Overlays
Focus Hillsborough Areawide Vision Map

HIGH INTENSITY URBAN - High to midrise, urban form, mixed use, and robust transit service.

URBAN - Midrise, urban form, mixed use, and transit served.

HIGH INTENSITY SUBURBAN - Low to midrise, auto-oriented form, and limited transit.
Comprehensive Plan Future Land Use

RMU 35: 35 DU/A - 2.0 FAR
CMU 12: 12 DU/A - 0.5 FAR
OC: 20 DU/A - 0.75 FAR

Future Land Use
Brandon Corridors & Mixed Use Centers Pilot Project
Community Plan Areas

Brandon Community Plan
Greater Palm River Community Plan
Riverview Community Plan
Brandon Main Street Community Plan
Brandon Study Area
Southshore Avenue Updated Plan

Community Plan Areas
Brandon Corridors & Mixed Use Centers Pilot Project
Community Plan Character Districts

URBAN CENTER - Most intense land uses.
URBAN GENERAL - Mixed use buildings on tight network of streets and blocks, Inc. Brandon Main Street.
SUBURBAN - Primarily residential areas with mixed use development at larger intersections.
Community Plan & Corridor Overlays

SR 60 - Brandon Boulevard
Brandon Main Street

R-BPO
Mixed Use Centers Strategy

- **Strategies for Mixed Use Centers**
  - More walkable and transit-supportive places.
  - Better connections between destinations.
  - Safe and convenient places.

- **Preliminary Identification of Centers**
  - Based on land use, development potential, and existing policy.
  - 10 centers identified.

- **Definition of Centers by Type**
  - Compact Urban.
  - Connected Suburban.
  - Modern Suburban.
Preliminary Centers Concept
Preliminary Centers & Vision

HIGH INTENSITY URBAN

URBAN

HIGH INTENSITY SUBURBAN

HIGH INTENSITY SUBURBAN
Preliminary Centers & Character Districts
Preliminary Centers & Overlays

- SR 60 - Brandon Boulevard
- Brandon Main Street
- R-BPO
Center Types

Compact Urban
Like a Traditional Downtown or Main Street. Mixed Use, Walkable & Transit Friendly.

Connected Suburban
Mix of Walkable and Auto-Oriented Places. Good Connections between nearby Destinations.

Modern Suburban
Primarily Auto-Oriented, Planned Communities and Office Parks

MORE < WALKABLE & CONNECTED < LESS
Survey Results on Centers Strategies

- Conducted in February-March 2017
- 300+ Responses, $\frac{3}{4}$ Responses from Residents of the Brandon Study Area
- Introduced Centers Concept.
- Posed Questions about Future Development.

Favored Development Pattern from Survey

<table>
<thead>
<tr>
<th>DEVELOPMENT TYPE</th>
<th>CENTER</th>
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<tbody>
<tr>
<td>Compact Urban</td>
<td>Brandon Town Center</td>
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<tr>
<td>Compact Urban/Connected Suburban</td>
<td>Brandon Main Street &amp; Brandon Hospital</td>
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<tr>
<td>Connected Suburban</td>
<td>All others except Bloomingdale West End</td>
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<tr>
<td>Connected Suburban/Modern Suburban</td>
<td>Bloomingdale West End</td>
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Preliminary Center Designation
Transportation & Transit Options
Transportation Context

- High Volumes from South and Southeast.
  - Creates peak period capacity challenges on major corridors.

- Limited Options for Regional Trips.
  - Brandon roads are “path of least resistance” to regional centers.

- Limited Options for Local Trips.
  - Local destinations clustered along major corridors.
  - Few options for short distance east-west trips.
  - Limited capacity on north-south roadways.

- Lack of connections between nearby destinations.

- Low overall densities make transit challenging.
Regional Commute Patterns

- **Regional Trips**
  - From Brandon Study Area Zones to Regional Employment Center Zones in AM Peak Period:
    - **14,042 TRIPS**
      - Downtown Tampa – 41%
      - Westshore – 26%
      - USF Area – 19%
      - MacDill AFB – 13%
    - Through Brandon Study Area Zones from East and South of the study area in AM Peak Period:
      - **11,493 TRIPS**
        - Downtown Tampa – 39%
        - Westshore – 27%
        - USF Area – 21%
        - MacDill AFB – 15%
Regional Commute Pattern
From Brandon Study Area Zones & South/East gates

25,538 Trips to Four Regional Employment Center Zones
Brandon Study Area Internal Trips
AM Peak Period

Top Origin Zones

Top Destination Zones
Brandon Study Area Internal Trips
PM Peak Period

Top Origin Zones

Top Destination Zones
Existing Regional & Local Service
Existing Regional Service
Existing Boarding/Alighting by Stop

Existing Transit Service - Bus Stop Performance
Brandon Corridors & Mixed Use Centers Pilot Project
Survey Feedback

▪ Top Priorities - General Transportation Questions
  – Brandon Blvd/SR 60 (58%)
  – Bloomingdale Avenue improvements (58%)
  – Lumsden Rd/Causeway Blvd improvements (49%)
  – Better transit connecting to Regional Centers (40%)
    (Local transit and walk/bike improvements ranked lower.)

▪ Top Priorities - Public Transit Questions
  – Increase express service to Employment Centers (69%)
  – More routes serving Brandon Area (54%)

▪ Write-In Comments
  – High travel speeds and safety.
  – Congestion and bottlenecks.
  – Intersections and signals.
  – Lack of sidewalks.
  – Few secondary routes.
Transportation Options

- Brandon BRT/Express
  - SR 60 Options
  - Oakfield Options
  - Local Circulator Options
- Lumsden Road
  - Widening to 6 lanes
- Bloomingdale Avenue
  - Reversible Lane Evaluation
East/West Corridors

- BRT Potential for SR 60
- Lumsden Road Widening
- Bloomingdale Avenue Reversible Lanes
Brandon BRT/Express Options

- Concept for High Capacity Transit Serving Brandon.

- Two Purposes
  - Connect commuters to regional employment destinations via the Selmon Expressway.
  - Link existing and potential centers at the Hospital, Brandon Main Street, and Brandon Town Center.

- Challenges & Opportunities
  - ROW limits and roadway capacity.
  - Transit-supportive land uses are limited on east end.
  - Capturing commuters from bedroom communities.
  - Limiting stops and transfers.
  - Potential for Oakfield as a transit corridor or as part of a couplet with SR 60.
Brandon BRT/Express Options

- Consolidate Routes on SR 60
- Possible Shift to Oakfield
- New Transfer at Brandon Parkway
SR 60 Concept

- Potential with 6 through lanes and 150’ ROW.
SR 60 Concept

- Potential with 6 through lanes and 150’ ROW.
Oakfield Option

OAKFIELD CONCEPT (2 Transit Lanes, 2 Travel Lanes, Improved Sidewalks)
Circulator Options

Option 1: Hospital to Mall Loop
Option 2: Hospital to US 301 Loop
Option 3: Hospital/Mall/US 301 Loop
Option 4: Hospital to Providence Loop
● - Multi-modal Transit Hub
Lumsden Road Widening

- Segment - Kings Av to Lithia-Pinecrest Rd (1.5 miles)
- Existing - 4-lanes with Landscaped Median
- Proposed - 6-lanes with Trail & Median
2040 Volumes/Capacity

2015: 34,237 vehicles per day

Lumsden Road Congested Intersections:
1) Kings Ave
2) John Moore/Parsons
3) Bryan Rd
4) Bell Shoals Rd/Lithia Pinecrest Rd
Lumsden Road Design Concept

EXISTING (4-lane divided, 96 ft)

CONCEPT DESIGN (6-lane divided, 145 ft)
Preliminary Impact Assessment

- Environmental Impacts
  - Relocation, Noise Impacts, and Aesthetics

- Right-of-Way Impacts & Costs
  - 40 impacted parcels, 38 full takes (16 businesses and 16 residents)
  - $24.8 million (land, demo, and relocation)

- Potential Construction Costs
  - $13.5 million ($1.5 million per lane mile)
Bloomingdale Avenue Context

- Corridor Plays Two Important Roles.
  - A suburban “Main Street” providing access to a mix of commercial, institutional, and residential uses.
  - A commuter route connecting bedroom communities to regional employment centers.

- Problems Focused in Peak Commute Times.

- Key Challenges & Opportunities
  - ROW limits and land uses make widening problematic.
  - Difficult to convert car trips to transit given generally low densities.
  - Potential for congestion to worsen over time.
  - Reducing travel time may impact access to local destinations.
Reversible Lane Basics

- Method to Add Peak Period Capacity.
- Applied to Highways & Arterials.
- Basic Improvements.
  - Center reversible lane(s) marked with two broken yellow lines
  - Overhead signs and signals indicate lane use and shift
  - Transition phase lane clearing required
Preliminary Screening Results

- Directional Traffic Split Greater than 65%
  - Existing splits range from 57-74% AM (highest to the west) and 55-61% PM

- Reduction in Operating Speed Greater than 25%
  - Existing reduction in speed 40% AM and 49% PM

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<th>Criteria</th>
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<td>Directional traffic split &gt; 65%</td>
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<td>Reduction in average operating speed &gt; 25% during peak hours</td>
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<tr>
<td><strong>Qualitative Criteria</strong></td>
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<td>Congestion is periodic and predictable</td>
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<tr>
<td>High commuter-type traffic</td>
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<tr>
<td>No other feasible improvement options</td>
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<tr>
<td>Reversible lanes terminals provide easy transition</td>
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Potential 3-2 Configuration

- Peak hour left turn prohibition protects capacity in the reversible lane.
- Left turn replaced by a right turn then a U turn.

Bloomingdale Avenue with 3-2 PM Peak Period Configuration

2 LANES WEST BOUND
3 LANES EAST BOUND
Benefits & Challenges

Benefits
- Travel Times Savings for Peak Hour Through Trips.
- Added Capacity without Significant New ROW.
- Removing TWLTL During Peak Periods Reduces Conflicts.

Challenges
- Access Impacted due to Removal of Left Turns.
- Added Right-turn Capacity Required.
- Increased Conflicts from Vehicles Turning Left From Unsignalized Side Streets And Driveways.

Related Improvements
- Address Bottlenecks at US 301/Bloomingdale Avenue and I-75/US 301 Interchange.
Next Steps
Next Steps

- Incorporate Feedback from Stakeholder Meetings & Survey.
- Finalize Strategies for Mixed Use Centers.
- Complete Analysis of Corridor Improvements.
- Post Documents on Web Site.
  - Existing Technical Memos available now.
  - New set to be posted in June.