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1. INTRODUCTION

The Brandon Corridors and Mixed-Use Centers Study is joint pilot project of the Hillsborough County Metropolitan Planning Organization (MPO) and the Hillsborough County City-County Planning Commission (The Planning Commission). The purpose of the study is to better coordinate the envisioned land use pattern with planned transportation improvements along major corridors within the Brandon Study Area. As shown in Figure 1, the study area is located at a key location within eastern Hillsborough County. The study area is a three mile by six-mile area located east of Interstate 75 (I-75) between State Road 60 (SR 60)/Bloomingdale Boulevard and Bloomingdale Avenue. The eastern limit of the study area is Dover Road/Little Road.

This technical memo presents a preliminary vision for the future of development along Greater Brandon’s commercial corridors. The memo describes the character and form of different types of the designated mixed-use activity centers, identifies locations and boundaries for places where each type of center may be appropriate, and presents a framework for guiding new development, infill development, and redevelopment within designated centers. This memo also includes recommendations for changes in future land use objectives related to designated centers and examples of potential land development provisions addressing challenges associated with conventional forms of auto-oriented development along arterials.

The character and pattern typologies and implementation strategies presented in this memo were adapted from material presented in the Strip Commercial and Mixed-use Development in Hillsborough County report prepared by The Planning Commission in 2014.
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2. PRELIMINARY VISION MAP

The study team developed a preliminary vision map that indicates a preferred pattern of development for Greater Brandon’s commercial districts and corridors. The vision map was prepared based on the study team’s analysis of existing land use and commercial patterns and character typologies (see Technical Memo 1: Land Use Pattern Maps and Summary), an assessment of development and redevelopment potential (see Technical Memo 4: Development and Redevelopment Potential Assessment), and a review of policies and strategies included in the following documents:

- Hillsborough County Comprehensive Plan;
- Brandon Community Plan;
- Brandon Main Street Community Plan;
- Brandon Boulevard (SR 60) Compatibility Study; and
- Hillsborough County’s Land Development Code (LDC) SR 60 Brandon Boulevard Overlay and Restricted Business Professional Office (R-BPO) overlay districts.

Using the results of the redevelopment and development potential analysis, existing land use analysis, review of existing studies and plans, and the mapping of the existing commercial pattern and character typologies, the study team identified areas with the greatest potential to develop or redevelop as mixed-use activity centers. These mixed-use activity centers are located at major crossroads and currently serve as regional or community destinations for retail, professional service, personal service, office, and medical uses. Several also have higher intensity multi-family uses.

A preliminary vision map was created for the Brandon Study that includes the following general areas that have been designated as future mixed-use activity centers:

- Brandon Town Center/Regency Park
- Brandon Main Street/Oakfield Corridor
- Brandon Hospital District
- Valrico Center
- Causeway Boulevard/Lumsden Road
- Lumsden Road & Kings Avenue
- Bloomingdale Avenue - West End
- Bloomingdale Avenue & Providence Avenue (Winthrop)
- Bloomingdale Avenue & Bell Shoals Road
- Bloomingdale Avenue & Lithia Pinecrest Road

The preliminary vision map with the identified mixed-use activity centers were reviewed with staff, key stakeholders, and the general public through an online survey conducted in early 2017 and a series of workshops held in March 2017. The vision map indicating preliminary boundaries for future mixed-use activity centers is provided as Figure 2.

A comparison of these future mixed-use activity centers and various planning areas, including the Areas of Potential Growth categories from the Hillsborough County Areawide Vision Map, the Brandon Character Districts from the Brandon Community Plan, and overlays or special districts (SR 60 Overlay District, Restricted Business Professional Office Overlay District, and Brandon Main Street Community Plan special district) are shown in Figures 3 to 5.
Brandon Corridors & Mixed Use Centers Pilot Project

Figure 2. Preliminary Vision Map - Future Mixed-use Activity Centers
Brandon/Palm River 237,847 187,640 61,832 79,412

East County 77,565 11,717 23,206 3,409

South County 284,856 89,801 148,099 56,641

Central Tampa 204,867 105,548 38,858 26,859

Employment

Population

Total 2040

For more information about our organization visit website: www.theplanningcommission.org

The Vision Map is built upon the idea that the degree of change—the amount of new development or redevelopment likely to occur in different areas of the community—varies dramatically. Some areas, such as

Hillsborough County Vision Map - Areas of Potential Growth

Established  
High Intensity Suburban  
High Intensity Urban  

Brandon Study Area

Potential Mixed Use Activity Center

Brandon Corridors & Mixed Use Centers Pilot Project

Central Tampa 204,867 105,548 38,858 26,859

Urban

Established

High Intensity Suburban

High Intensity Urban

for sale to anyone without specific approval of the Hillsborough County

use structures oriented toward the pedestrian.

1813

Development

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use structures oriented toward the pedestrian.
Figure 4.  Mixed-Use Activity Centers & Brandon Character Districts

- Brandon Study Area
- CSX Railroad
- Potential Mixed Use Activity Center

Suburban
Brandon Corridors & Mixed Use Centers Pilot Project

Overlays

Figure 5. Mixed-Use Activity Centers & Zoning Overlays

- Brandon Study Area
- Water
- CSX Railroad
- Potential Mixed Use Activity Center

Zoning Overlays
- Brandon Main Street
- R-BPO
- SR 60 - Brandon Boulevard

Miles

0 0.5 1
3. MIXED-USE ACTIVITY CENTER POLICY FRAMEWORK

3.1 Definition of Types

The study team established a center typology based on a refinement of the place types presented in the 2014 Strip Commercial and Mixed-use Development in Hillsborough County report. That report, which established a set of physical context designations for application across Hillsborough County, provided a methodology for evaluating existing patterns and forms of development in the study area and defining the refined set of centers types to guide further planning. The purpose of these typologies is to characterize the preferred intensity, form, and character of development for the mixed-use activity centers and other areas with existing or planned non-residential development.

The typologies characterize the preferred intensity, form, and character of development for the mixed-use activity centers and other corridor segments with existing or planned non-residential development. These designated centers and corridor segments has the potential to develop at higher intensities, with a broader range of uses.

Each center type plus a category for the designation of corridor segments with non-residential land uses, is introduced below.

- **Compact Urban Centers.** Areas that are currently or are planned to become compact urban areas with a mix of higher intensity land uses, rows of stores along pedestrian-friendly streets, a tightly interconnected network of slower speed streets and drives, enhanced levels of transit service, and shared drainage and parking solutions.

- **Connected Suburban Centers.** Areas that are currently or are planned to become connected suburban areas with a mixed moderate intensity land uses, with larger footprint commercial uses clustered near major intersections and auto-oriented uses such as service stations and uses with drive-through facilities. Travel within these centers would be served by a moderately interconnected network of streets, drives, and pedestrian pathways so that short distance auto and pedestrian trips aren’t forced onto the arterial network.

- **Modern Suburban Centers.** Areas that are currently or are planned to become somewhat isolated centers with uses of varying intensity, including regional office parks, shopping malls, and planned residential neighborhoods. Travel within these would be accommodated by auto-oriented streets with sparse connections to surrounding street networks and limited access to surrounding arterials and collectors.

- **Corridor Segments.** Areas in between centers along arterial corridors that are currently or are planned to support commercial office, multi-family, and residential support uses. Building within these areas are generally served by side and rear yard parking areas accessed from side streets with shared access drives providing for internal connections among adjacent uses.

The development form for each of the centers and corridor segment provides a basis for defining Comprehensive Plan objectives for center specific development. The mapped mixed-use activity centers and corridor segments are shown by typology in Figure 7 and described in more detail in Section 4 of this memo.

A summary overview of the development objectives for each type is provided in Table 1. Comprehensive Plan policy language and preliminary design and development standards for the centers and corridor segments are provided in the following sections.

3.2 Comprehensive Plan Policy Framework
Figure 6. Mixed-use Activity Center Designations

COMPACT URBAN CENTERS
More like a Traditional Downtown or Main Street. High development intensity. Connected, mixed-use, walkable, and transit supportive.

CONNECTED SUBURBAN CENTERS

MODERN SUBURBAN CENTERS
Primarily auto-oriented, planned shopping areas, residential complexes, and office parks.

MORE
Intensity & Mix Of Use
Urban Forms & Patterns of Development
Pedestrian Access & Circulation
Interconnected Streets & Drives
Enhanced Transit Service

LESS

CORRIDOR SEGMENTS
Primarily auto-oriented, but with good pedestrian and vehicular connections between destinations.
### Table 1. Mixed-use Activity Centers & Corridor Segments Development Objective Matrix

<table>
<thead>
<tr>
<th>Center/Corridor</th>
<th>Development Intensity*</th>
<th>Land Uses**</th>
<th>Urban Form</th>
<th>Connectivity</th>
<th>Incentives***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compact Urban Centers</td>
<td>Potential for intensities above adopted plan category.</td>
<td>Employment, housing, shopping, civic, and entertainment uses.</td>
<td>Buildings oriented to streets and public spaces. Parking located to rear or side of buildings.</td>
<td>Interconnected network of multi-modal streets. Provisions for enhanced transit service.</td>
<td>Potential for higher development intensity, parking reductions, and enhanced economic development assistance (e.g., tax incentives, redevelopment grants and loans, fee reduction, and off-site infrastructure improvements).</td>
</tr>
<tr>
<td>Modern Suburban Centers</td>
<td>As permitted by adopted plan category.</td>
<td>As permitted by adopted plan category.</td>
<td>Buildings oriented to drives and front parking.</td>
<td>Improved pedestrian accommodations and vehicular cross-parcel access.</td>
<td>Potential for limited economic development assistance.</td>
</tr>
<tr>
<td>Corridor Segments</td>
<td>As permitted by adopted plan category.</td>
<td>As permitted by adopted plan category with allowances for residential.</td>
<td>Buildings oriented to streets and drives. Limited front parking permitted.</td>
<td>Cross-parcel, multi-modal connections to adjacent sites.</td>
<td>Potential for increased residential density for projects with enhanced connectivity and pedestrian accommodations.</td>
</tr>
</tbody>
</table>

Notes:

(*) For development intensity in Compact Urban Centers and Connected Suburban Centers, residential density should be guided by FAR. Development of lower intensity should be permitted so long as development plans indicate phasing to achieve intensity within the target ranges.

(**) A broader range of uses may be permitted under adopted plan category for Compact Urban Centers and Connected Suburban Centers.

(***) Receiving incentives is contingent upon meeting development design standards. The Comprehensive Plan may provide for other incentives not shown in this table.
A preliminary policy framework were developed to provide guidance in the planning and regulation of development and redevelopment in areas designated as mixed-use activity centers and corridor segments in the Brandon Study Area.

This policy framework, adapted from the Strip Commercial and Mixed-Use Development in Hillsborough County report, is designed to address challenges associated with conventional forms of auto-oriented development along arterials, including traffic congestion, pedestrian safety and circulation, local destination accessibility, street and drive connectivity, and long-term competitiveness in the face of changing demographics, travel patterns, market forces, and consumer behavior.

More urban, mixed-use forms of development have the potential to increase internal trip capture, create “park-once” environments and reduced parking demand and allow for cross-parcel circulation off the arterial and collector network. Benefits include reductions in vehicle miles traveled, lower greenhouse gas emissions, increased support for enhanced transit service, and expanded opportunities for active transportation and safer pedestrian travel. Mixed-use activity centers along corridors is envisioned to support a mix of complimentary land uses, provide interconnected networks of public streets and drives, safely accommodate pedestrian travel along streets within and across separate parcels, and support existing and planned transit service. The character of public roadways should be based on the planned physical context the roadway is passing through, in addition to its role in the larger network.

**Goal.** Develop a safe, sustainable, connected, and competitive destinations along arterial corridors and mixed-use activity centers.

**Objective.** Mixed-use activity centers and corridor segments are to be developed and redeveloped as one of the following:

- **Compact Urban Centers:** Areas designated for commercial and mixed-use development and organized in a traditional urban pattern with building fronts aligned along streets and public spaces and private parking and service areas located mid-block and to the rear of buildings. These are areas with existing or future potential to support enhanced transit service, and therefore should be planned and designed for higher densities and intensities of development and more pedestrian-friendly streets and streetscapes.

- **Connected Suburban Centers:** Areas designated for commercial and mixed-use development at or near arterial intersections organized around an interconnected network of streets and drives with provisions for cross parcel circulation, connections to streets and drives on surrounding properties, and accommodations for safe, convenient pedestrian travel.

- **Modern Suburban Centers:** Areas designated as appropriate for relatively isolated single use planned developments, including regional office parks, shopping malls, and planned residential neighborhoods. Travel within these centers is accommodated by auto-oriented streets with sparse connections to surrounding street networks and limited access to surrounding arterials and collectors.

- **Corridor Segments:** Areas located between centers on arterial roadways with uses including commercial office, multi-family, and residential support uses. Building within these areas are generally served by side and rear yard parking areas accessed from side streets with shared access drives providing for internal connections among adjacent uses.

**Policy and Design Guidance for Centers & Corridor Segments. Compact Urban Centers:**

- **Development Intensity.** The target development intensity, while not limited to, is between 1.0 and 2.5 FAR. Residential density may be guided by the underlying Future Land Use Category or the Center FAR. Development of lower intensity may be permitted so long as the potential development meets the general form and character of the Compact Urban Center designation.
Brandon Corridors & Mixed-Use Centers Pilot Project

Brandon Study Area

Corridor Segment

Match line

Existing Commercial Land Use

Compact Urban Center

Connected Suburban Center

Modern Suburban Center

Brandon Main Street/Oakfield Drive

Brandon Hospital District

Brandon Town Center/Regency Park

Causeway Blvd/Lumsden Rd

Bloomingdale Ave West End

Bloomingdale Ave & Providence Rd (Winthrop)

Lumsden Rd & Kings Ave

Valrico Center

Bloomingdale Ave & Bell Shoals Rd

Mixed-Use Activity Center Designation & Policy Framework
Brandon Corridors & Mixed Use Centers Pilot Project

Figure 7. Mixed-use Activity Centers & Corridor Segments

- Brandon Study Area
- Water
- Existing Commercial Land Use
- Compact Urban Center
- Connected Suburban Center
- Modern Suburban Center
- Corridor Segment

Valrico Center

Bloomingdale Ave & Lithia Pinecrest Rd

N

Miles

0
0.5
1
- **Land Use Mix.** A variety of employment, housing, shopping, civic, and entertainment uses are permitted consistent with use allowances under the RMU and UMU categories. Conventional single use auto-oriented development types, including office parks, campuses, apartment complexes, and shopping centers are generally not permitted unless configured in a way that meets the general form and character of the Compact Urban Center designation.

- **Street Network and Block Structure.** Streets and drives are to be arranged in a connected network and provide for multi-modal travel, enhancing neighborhood character, safety, walkability, and transit potential. Streets and drives are to be connected to the existing and future street network in adjoining areas except where blocked by physical constraints such as canals, expressways, railroads, wetlands, etc. Streets and drives are configured to form a continuous block structure with individual development blocks generally rectilinear in shape with small block sizes typically ranging 1/4 to 1/2 mile to enhance pedestrian environments.

- **Pedestrian Accommodation.** Walking and bicycling along arterial frontages may be accommodated on a network of sidewalks and paths separated from arterial traffic by landscape areas or other forms of physical separation. Protected and well-marked pedestrian pathways are provided to allow safe access across parking areas and between public sidewalks, existing and planned transit stops, and primary building entries.

- **Building Orientation.** Buildings are aligned along streets, drives, and public spaces with entries directly accessible from public sidewalks or from courtyards, squares, and plazas connecting to public sidewalks.

- **Public Space.** Publicly-accessible outdoor spaces are configured as a series of central gathering spaces and smaller scale squares and plazas designed with a mix of hardscape and landscape areas to support public gathering, special events, and activities.

- **Parking.** Parking is provided on-street and in surface and structured parking areas located mid-block and to the rear of principal buildings. Public alleys and private access drives provide access to parking in mid-block locations.

- **Infrastructure.** Basic urban infrastructure such as parking, stormwater, and other utilities are generally fulfilled districtwide rather than on a per lot basis.

- **Incentives.** Create incentives to encourage retrofit, redevelopment, and intensification that furthers the objective of creating mixed-use, walkable, and transit-supportive destinations with more multi-modal, land-efficient, and fiscally-beneficial forms and patterns of development. Higher development intensities and parking reductions may be permitted for projects with enhanced transit service and use mixes and intensities resulting in the potential for internal trip capture and reduction of trips on the arterial road network.

**Connected Suburban Centers:**

- **Development Intensity.** The target development intensity, while not limited to, is between 0.25 and 1.5 FAR. Residential density may be guided by the underlining Future Land Use Category or the Center FAR. Development of lower intensity may be permitted so long as development plans indicate the potential development meets the general form and character of the Connected Suburban Center designation.

- **Land Use Mix.** A variety of employment, housing, shopping, civic, and entertainment uses are permitted consistent with use allowances under the CMU category. Conventional single use development types, including office parks, campuses, shopping malls are permitted if configured in more urban than suburban formats. Auto-oriented uses, including uses with drive-through facilities, are permitted, but shall be configured to minimize the impact of vehicle use areas on pedestrian ways, open spaces, and streetscapes.

- **Street Network and Block Structure.** Streets and drives are to be arranged in a network spaced at appropriate intervals. Most are designed as complete streets that accommodate walking,
bicycling, and transit and connect to existing and future street networks. Streets and drives are configured to form a reasonably continuous block structure, although blocks may be irregular in shape and larger than traditional city blocks to accommodate mid-block surface parking.

- **Pedestrian Accommodation.** Walking and bicycling along arterial frontages may be accommodated on a network of sidewalks and paths separated from arterial traffic by landscape areas or other forms of physical separation. Protected and well-marked pedestrian pathways are provided to allow safe access between public sidewalks, existing and planned transit stops, and primary building entries; across parking areas; between uses on adjacent parcels.

- **Building Orientation.** Buildings are aligned along or perpendicular to streets, drives, and public spaces with most entries accessible from public sidewalks or from courtyards, squares, and plazas connecting to public sidewalks.

- **Public Space.** Publicly-accessible outdoor spaces, including parks, squares, and plazas, are larger and spaced farther apart than in compact urban centers.

- **Parking.** Parking may be provided on-street and in surface and structured parking areas located in side and rear yard locations. Front parking and vehicular circulation are discouraged, especially along primary streets and drives.

- **Infrastructure.** Basic urban infrastructure such as parking, stormwater, and other utilities are generally fulfilled districtwide rather than on a per lot basis, at approach scale.

- **Incentives.** Create incentives to encourage retrofit, redevelopment, and intensification that furthers the goals of creating employment-intensive, mixed-use, walkable, and transit-supportive destinations with more multi-modal, land-efficient, and fiscally-beneficial forms and patterns of development. Higher development intensities and parking reductions may be permitted for projects with enhanced transit service and use mixes and intensities resulting in the potential for internal trip capture and reduction of trips on the arterial road network.

### Modern Suburban Centers:

- **Development Intensity.** Development density and intensity shall be as provided in the underlying Future Land Use categories with no potential for increases, unless otherwise provided in the Comprehensive Plan.

- **Land Use Mix.** Uses are consistent with underlying future land use categories with the potential for the additional of housing in areas designated for conventional single use development, including office parks, campuses, and shopping centers. Auto-oriented uses, including uses with drive-through facilities, are permitted but are configured to minimize the impact of vehicle use areas on pedestrian ways, open spaces, and streetscapes.

- **Street Network and Block Structure.** Street and drives are arranged in a loose network with primary connections to the local street network designed to accommodate walking and bicycling. Development patterns organized around a network of streets and blocks are preferred over conventional campus style patterns although blocks may be irregular in shape and larger than in other types of centers.

- **Pedestrian Accommodation.** Protected and well-marked pedestrian pathways are provided to allow safe access between public sidewalks, existing and planned transit stops, and primary building entries; and across parking areas.

- **Parking.** Parking may be provided in surface and structured parking areas located generally in side and rear yard locations. Front parking and vehicular circulation are discouraged, especially along surrounding arterials and along primary streets and drives connecting to surrounding arterials.

- **Incentives.** Create incentives for employment intensive uses meeting existing and future standards for high wage jobs.

### Corridor Segments: Commercial and mixed-use areas along arterial segments not designated as one of the three mixed-use activity center types.
Development Intensity. Development density and intensity are as provided in underlying Future Land Use categories with higher density consideration for residential uses within proximity to Compact Urban Centers or Connected Suburban Centers and as otherwise provided in the Comprehensive Plan.

- Land Use Mix. Land uses are multi-family residential, civic, and professional office, personal services, and other neighborhood supportive uses with low trip generation characteristics.

- Street Network and Block Pattern. Street and drive connections are typically spaced along the corridor at standard distances of ¼-mile to ½-mile intervals.

- Pedestrian Accommodation. Walking and bicycling along the arterial may be accommodated on a network of sidewalks and paths separated from arterial traffic by landscape areas or other forms of physical separation. Protected and well-marked pedestrian pathways are provided to allow safe access between public sidewalks, existing and planned transit stops, and primary building entries; across parking areas; between uses on adjacent parcels.

- Parking. Parking may be provided in surface lots located generally in side and rear yard locations. Front parking and vehicular circulation are discouraged, especially along surrounding arterials and along primary streets and drives connecting to surrounding arterials.

- Incentives. Incentives for increased residential density may be considered for projects with enhanced connectivity and pedestrian accommodations.

3.3 Framework Implementation

To ensure individual projects meet the design objectives for development and redevelopment in designated centers, changes to land development regulations should be initiated based on context, feasibility, and overall goal. After making a final determination regarding the type and extent of a center, staff should create overlay districts, form-based codes, and detailed regulating plans to guide future development.

As recommended in the Strip Commercial and Mixed-use Development in Hillsborough County report, code revisions for centers should address the private realm (new development on individual lots) as well as the public realm (street design).
4. BRANDON MIXED-USE ACTIVITY CENTERS

4.1 Brandon Town Center/Regency Park

DEVELOPMENT CONTEXT
With excellent access to I-75, I-4, and the Selmon Expressway, the Brandon Town Center/Regency Park area is a regional retail destination for eastern Hillsborough County (see Figure 8). Between the Brandon Westfield Mall, several large big-box retailers, and the Regency Park shopping center, the existing commercial pattern of the area is shopping mall and suburban shopping center. The area has an auto-oriented super block pattern of development, with low street connectivity and ownership concentrated in large blocks. Limited undeveloped sites or redevelopment sites exist, and the redevelopment potential of the area is limited due to the development pattern and age of construction. A mall development or retrofit would be possible along with the redevelopment of the big box retail stores.

POTENTIAL DEVELOPMENT FORM
This area will likely continue to develop as a Compact Urban Center. The existing pattern of development is unlikely to change without incentives for redevelopment or retrofit. Planning policy should focus on improving connections between destinations, ensuring safety for pedestrians and bicyclists, and providing transit connections. Standards for connectivity between sites, increased mix of uses, and transit orientation could be adopted to influence the future form of development.

4.2 Brandon Main Street/Oakfield Drive

DEVELOPMENT CONTEXT
Located at the eastern end of the Selmon Expressway, the Brandon Main Street/Oakfield Drive area has great regional access. As shown in Figure 9, the existing commercial pattern of the area is suburban commercial strip and neighborhood shopping district. The Brandon Main Street site is the largest undeveloped site within the Brandon Study Area. The area has a mix of large and small ownership blocks and moderate street connectivity. The area is auto-oriented and has poor walkability and transit access. The majority of the area is located within the Brandon Main Street Community Plan special zoning district, and specific design standards are in place to regulate use, density, intensity, and form of development.

POTENTIAL DEVELOPMENT FORM
This area has the potential to develop as a Compact Urban Center. Planning policy should focus on improving the existing street network, ensuring safety for pedestrians and bicyclists, providing transit connections, and improving access to the Selmon Expressway. Incentives for redevelopment and retrofit may be appropriate to influence the future form of development.
Figure 8. Brandon Town Center/Regency Park
Figure 9. Brandon Main Street/Oakfield Drive
4.3 Brandon Hospital District

DEVELOPMENT CONTEXT
The Brandon Hospital District is a major employment destination with medical and professional offices along Oakfield Drive and Parsons Avenue and retail uses along SR 60 (see Figure 10). The existing commercial pattern of the area has neighborhood shopping district, suburban commercial strip, and suburban shopping center. Despite the area having high levels of street connectivity, walkability is poor and transit access is limited. Ownership is within small blocks. The area has limited undeveloped sites and the potential for redevelopment is limited due to recent construction and small parcel sizes. The redevelopment potential within the area is limited to intensification of medical and supporting uses, the introduction of new multi-family residential or hospital-related lodging.

POTENTIAL DEVELOPMENT FORM
This area has the potential to develop as a Compact Urban Center. Planning policy should focus on making public realm improvements, increasing shared or public parking, ensuring safety for pedestrians and bicyclists, and providing transit connections. Incentives for redevelopment and retrofit may be appropriate to influence the future form of development.

4.4 Valrico Center

DEVELOPMENT CONTEXT
The Valrico Center area is located along SR 60 approximately three miles east of I-75 (see Figure 11). The existing commercial pattern of the area is suburban shopping center and suburban commercial strip. The area has several large big-box retailers including WalMart and Home Depot and has limited connectivity between sites. The majority of the parcels that front on SR 60 have are long and narrow. The area has a few undeveloped or sites with redevelopment potential.

POTENTIAL DEVELOPMENT FORM
This area has the potential to develop as a Connected Suburban Center. Planning policy should focus on improving connections between destinations, ensuring safety for pedestrians and bicyclists, and providing transit connections. Incentives for redevelopment and retrofit may be appropriate to influence the future form of development.
Brandon Hospital District

Figure 10.
Brandon Corridors & Mixed Use Centers Pilot Project

Figure 11. Valrico Center
4.5 Causeway Boulevard / Lumsden Road

DEVELOPMENT CONTEXT
The Causeway Boulevard/Lumsden Road area is located at the western edge of the study area just east of I-75. The area, shown in Figure 12, is a regional big-box retail destination, within retailers such as Costco, Walmart, and Lowe’s. Some multi-family residential uses are also located within this area. The existing pattern of commercial development within this area is suburban shopping center. While there is moderate street connectivity in this auto-oriented area, the area has limited walkability and transit access. Ownership is primarily in large blocks. Development or redevelopment potential is limited as the area is virtually built out and most construction is new. The potential for near-term redevelopment is limited to reuse or rehabilitation of existing structures.

POTENTIAL DEVELOPMENT FORM
This area will likely continue to develop as a Connected Suburban Center. The existing pattern of development is unlikely to change and planning policy should focus on improving connections between destinations, ensuring safety for pedestrians and bicyclists, and providing transit connections. Longer term strategies for redevelopment could focus on retrofit of existing commercial development. Development in this area is relatively recent, which could limit future redevelopment as a mixed-use activity center.

4.6 Lumsden Road & Kings Avenue

DEVELOPMENT CONTEXT
The Lumsden Road and Kings Avenue area is a community-serving retail destination for the surrounding residential areas. The existing commercial pattern of the area is suburban shopping center and suburban commercial strip. As shown in Figure 13, this auto-oriented area has older commercial centers and professional offices in larger blocks with limited street connectivity. Ownership is held in large blocks and the area is virtually built out. Several parcels have been identified as having redevelopment potential and some of the older buildings have the potential for reuse or rehabilitation. Future redevelopment could include multi-family residential.

POTENTIAL DEVELOPMENT FORM
The area has the potential to develop as a connected suburban area. Planning policy should focus on improving connections between destinations, ensuring safety for pedestrians and bicyclists, and providing transit connections. Incentives for redevelopment and retrofit may be appropriate to influence the future form of development.
Figure 12. Causeway Boulevard/Lumsden Road
Figure 13. Lumsden Road & Kings Avenue
4.7 Bloomingdale Avenue - West End

DEVELOPMENT CONTEXT
The Bloomingdale Avenue - West End Area is a regional destination with big-box retail uses in an auto-oriented form of development (see Figure 14). The existing commercial patterns of this area are suburban commercial center and suburban commercial strip. A Target is located north of Bloomingdale Avenue and a Home Depot on the south side. A few large vacant sites are located on the western edge of the area near US 301 and several sites on the south side of Bloomingdale Avenue between US 301 and Gornto Lake Road have been identified as having redevelopment potential. Ownership is generally in large blocks. Most of the development is recently constructed so the near-term redevelopment potential may be limited.

POTENTIAL DEVELOPMENT FORM
The area has limited potential to develop into a Connected Suburban Center. The primary challenge is the ability to create a moderately interconnected network of streets. Planning policy should focus on improving connections between destinations, ensuring safety for pedestrians and bicyclists, and providing transit connections. Development in this area is relatively recent, which could limit future redevelopment as a mixed-use activity center.

4.8 Bloomingdale Avenue & Providence Road (Winthrop)

DEVELOPMENT CONTEXT
The Bloomingdale Avenue and Providence Road area has community serving retail and professional office destinations. The existing commercial patterns of this area (shown in Figure 15) are suburban commercial center, suburban commercial strip, and neighborhood shopping district. In the Winthrop area, the character and pattern includes pedestrian-oriented forms of development, while the rest of the area is mostly auto-oriented. The area has good regional accessibility. Within Winthrop, there is good street connectivity and pedestrian accessibility. Construction within this area is relatively recent. The remaining parcels that were identified as having development or redevelopment potential are within planned developments and have existing approved projects.

POTENTIAL DEVELOPMENT FORM
The area has the potential to develop as a Connected Suburban Center. Planning policy should focus on improving connections between destinations, ensuring safety for pedestrians and bicyclists, and providing transit connections.
Figure 14. Bloomingdale Avenue - West End
Figure 15. Bloomingdale Avenue & Providence Road (Winthrop)
4.9 Bloomingdale Avenue & Bell Shoals Road

DEVELOPMENT CONTEXT
The Bloomingdale Avenue and Bell Shoals Road area is a community-serving retail destination for the surrounding residential areas (see Figure 16). The existing commercial pattern of the area is suburban shopping center and suburban commercial strip. Several of the big-box stores and smaller stores within the shopping centers have recently become vacant. The area is auto-oriented and has limited street connectivity, walkability, and transit access. Redevelopment potential for the area is good, since the area has a few undeveloped sites on the north side of Bloomingdale Avenue and the vacant commercial buildings are candidates for adaptive reuse or redevelopment.

POTENTIAL DEVELOPMENT FORM
This area has the potential to develop as a Connected Suburban Center. Planning policy should focus on parcel consolidation, improving connections between destinations, ensuring safety for pedestrians and bicyclists, and providing transit connections. Incentives for redevelopment or adaptive reuse of vacant and underutilized buildings may be appropriate to influence the future form of development.

4.10 Bloomingdale Avenue & Lithia Pinecrest Road

DEVELOPMENT CONTEXT
As shown in Figure 17, the Bloomingdale Avenue and Lithia Pinecrest Road area is located in the southeastern corner of the study area and has numerous community-serving retail destinations. The area has good regional accessibility, including the Fish Hawk Ranch development to the southeast. The existing commercial pattern of the area is suburban shopping center and suburban commercial strip. The area is auto-oriented and has limited street connectivity, walkability, and transit access. The redevelopment potential for the area is limited, as the largest site with development potential has a recently approved project. Several commercial spaces are currently vacant, so some buildings are candidates for adaptive reuse or redevelopment.

POTENTIAL DEVELOPMENT FORM
This area has the potential to develop as a Connected Suburban Center. Planning policy should focus on improving connections between destinations, ensuring safety for pedestrians and bicyclists, and providing transit connections. Incentives for redevelopment or adaptive reuse of vacant and underutilized buildings may be appropriate to influence the future form of development.
Figure 16. Bloomingdale Avenue & Bell Shoals Road
Figure 17. Bloomingdale Avenue & Lithia Pinecrest Road

Brandon Corridors & Mixed Use Centers Pilot Project

Mixed-use Activity Centers

Brandon Study Area

Existing Commercial Land Use

Compact Urban Center

Connected Suburban Center

Modern Suburban Center

Corridor Segment
5. SOURCES