Purpose and Goal of the Study

- **Land-Use**
  - Connection between centers and corridors
  - Identify opportunities for development and redevelopment
  - Market Analysis of the study area as a reality check
  - Develop policies to incentivize development/redevelopment

- **Transportation**
  - Understand the travel patterns and overall circulation to, from, and within the study area
  - Analyze the major east-west corridors to identify potential projects to relieve congestion (i.e. road widening, reversible lane)
  - Identify opportunities for public transit and Bus Rapid Transit (BRT)
Study Area
Study Area
Key Findings

- Market conditions are ever changing
- Development outside Brandon affects internal mobility
- Connectivity and accessibility is challenged
  - Secondary roadway network lacks connectivity, forcing trips onto a major roads
  - Commercial developments along major corridors lack accessibility and connectivity
- Limited redevelopment potential, area is saturated with retail and office facilities
- Existing infrastructure could be better leveraged
Development Potential

- Vacant & Underutilized Sites
  - Vacant Sites - Exclusive of HOA open space, rights-of-way, and other undeveloped sites committed to specific use.
  - Redevelopment Sites - Low utilization rates and/or low improvement to land values

- Development Potential - unconstrained
- Development Potential - constrained
- Redevelopment Potential - unconstrained
- Redevelopment Potential - constrained
- Developed (No Potential for Development/Redevelopment)
Market Analysis Summary

- Retail – 16% Countywide Total (3% vacancy)
- Office – 2.5 MIL Sq. Ft. (mostly small multi-tenant buildings, surplus supply)
- Hotels – 2100 rooms (1 existing hotel east of I-75)
- Housing – 33,300 existing units (likely increase in attached housing)
Preliminary Centers Concept

Future Mixed-Use Activity Centers
Brandon Corridors & Mixed Use Centers Pilot Project

Tech Memo 4 – Development & Redevelopment Potential Assessment
Centers & Vision

Tech Memo 4 – Development & Redevelopment Potential Assessment
Centers & Character Districts
Center Types

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.

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

MORE

LESS

CORRIDOR SEGMENTS
Primarily auto-oriented, but with good pedestrian and vehicular connections between destinations.

Tech Memo 5 – Mixed-Use Activity Center Designation & Policy Framework
Preliminary Center Designation
Center Types

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.
Transportation
Regional Commute Pattern

AM PEAK PERIOD
- 16,900 AM Peak Trip to Downtown/Westshore
- With 2% Transit Mode Share = 340 Trips

Tech Memo 7 – Transit Service Evaluation
Bloomingdale Ave Peak Hour Reversible Lane
Bloomingdale Ave Peak Hour Reversible Lane


Hillsborough Avenue to Columbus Drive; Gunn Highway from Linebaugh Avenue to Casey Road; and Sheldon Road from Hillsborough Avenue to Citrus Park Drive.

Two corridors were identified as possible candidates: **Bloomingdale Avenue** from U.S. 301 to Bell Shoals Road and **Gunn Highway** from Linebaugh Avenue to Casey Road. Bloomingdale Boulevard was considered a possible candidate for these corridor characteristics:

- Bedroom communities/ high-peak volumes in one direction
- Few or no center medians
- Limited number of driveways
- An alternate route for commuters on Lithia Pinecrest (Segment B)
Bloomingdale Ave Peak Hour Reversible Lane

Westbound Directional Splits
AM - 64% PM - 41%

Eastbound Directional Splits
AM - 36% PM - 59%

Westbound left turn is made via a quadrant road loop movement.

Eastbound left turn is made via a quadrant road left-turn movement.

Northbound left turn is made via roundabout U-turn.

Westbound left turn is made using a MUT via a hook turn on the right side of the U-turn maneuver.

Westbound left turn is made via a MUT (bulb out) on the left side of the U-turn maneuver.
Benefits
- Would save time for commuters on Bloomingdale, but cross streets at peak-hour would have more delay
- Widening would impact homes and businesses, reusing the center turn lane is much less impactful and still creates 3 thru lanes in peak direction

Challenges
- Eliminates or restricts left turns during peak hours, would need to ease U-turns on cross streets to compensate
- US 301 and Bloomingdale bottleneck
- Intersection and turn lane improvements recommended instead of reversible lane
Lumsden Road Widening
Lumsden Road Widening

Existing

Proposed
Lumsden Road

- Benefits and Challenges
  - Commuter traffic uses both Lumsden and Lithia, both would need to be addressed
  - Adding two lanes likely would impact 32 properties along the north-side of the facility
  - The Brandon Parkway Trail could be extended along Lumsden
  - Cost is high, $25M for Right-of-way and $13.5M for Construction
Bus Rapid Transit (BRT)
BRT Options

SR 60 OPTION

OAKFIELD OPTION
BRT Options – Potential Fit
Benefits and Challenges

- Transit vehicles with dedicated right-of-way and not mixed with traffic
- Transit vehicles are not delayed by interactions with parking or loading vehicles if well enforced
- Can have differing, flexible uses throughout the day, such as parking or a shared bus-bike use
- Special design attention must be given to right turns from streets with curbside transit lanes
- Right-of-way required for station locations
- Safe Pedestrian access to BRT lanes in median could be an issue along SR 60
Potential Transit Circulators

Tech Memo 7 – Transit Service Evaluation
Other Considerations...

- Any additional connectivity and capacity, N/S or E/W, would help
- Right turn lanes at several Bloomingdale intersections could create rapid bus queue-jumps
- Other intersection ideas, extending or adding dedicated right-turn lanes, enhanced pedestrian crosswalks
- Roundabout to correct skewed Lithia Pinecrest/Bryan Rd intersection
- FDOT is considering Bloomingdale and US 301 short term and long term enhancements
- Additional east/west connection, preserve right-of-way
- I-75 at SR 60 interchange on-ramp improvements
Next Steps…

- County working on Phase II – Land-Use:
  - Focus on refining redevelopment and infill strategies
  - Prepare development scenarios
  - Evaluate potential benefits and impacts of infrastructure investment
  - Identify financing partnerships
Potential Next Steps for Transportation

- Evaluate Intersection Improvements along Bloomingdale Ave
- Partner with FDOT to Improve I-75/US 301/Bloomingdale Interchange
- Identify more East/West connections and preserve right-of-way for future connections
- Support Express Bus Connections as recommended by HART Transit Development Plan
- Support BRT in SR 60/Oakfield corridor as part of Regional Transit Feasibility Plan
- Review/Enforce requirements for cross parcel connections
Opportunities for Public Comment

- **October 11, 2017** – MPO Bicycle and Pedestrian Advisory Committee Meeting
- **October 18, 2017** – MPO Livable Roadways Committee Meeting
- **October 23, 2017** – MPO Technical Advisory Committee Meeting
- **October 30, 2017** – Brandon Community Outreach Meeting to be held at The Regent
- **November 15, 2017** – MPO Citizen Advisory Committee Meeting
- **November 28, 2017** – MPO Policy Committee Meeting
- **December 11, 2017** – Planning Commission Regular Meeting
For more information:

Project Website:
http://www.planhillsborough.org/brandon-corridor-mixed-use-centers/

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