

Hillsborough County Planning and Growth Management Department
Community-Based Planning Program

**BRANDON MAIN STREET COMMUNITY PLAN
COMPREHENSIVE PLAN AMENDMENT 00-19**

Revised
June 19, 2001

I. Vision

The Brandon Main Street (BMS) Community Plan identifies a physical and social heart for the Brandon community that is intended to attract people of all ages and provide a civic identity and image for its residents. See Figure 1 Brandon Community Plan Boundary Map. The BMS plan recognizes the effect that recent and programmed infrastructure improvements (i.e. State Road 60, Brandon Parkway, County Regional Service Facility, etc...) will have upon this area of Brandon in the near future. The BMS plan strives to link the land-use pattern with the transportation improvements by promoting a more urban form of new development and redevelopment. The BMS plan envisions multiple uses, including open spaces, government and civic uses, shopping, employment, housing and other uses, being established. Development and redevelopment will be sensitive to the surrounding neighborhoods and will incorporate an interconnected transportation system that prioritizes pedestrian and transit features.

II. History

Having grown in the age of the automobile, Brandon has emerged without one of the central benefits of a traditional community – a civic, social and symbolic center. Brandon lacks a town center where multiple uses and events can occur. The continued development of sprawling, suburban form and vehicular-orientated standards contribute to the lack of a physical or symbolic center or identity. Land use and transportation plans were not integrated and often conflict.

Several recent opportunities provided the County the potential for creating a central identity center or main street for Brandon. These opportunities have included the programmed construction of the limited access Brandon Parkway, the County's reconsideration of its growth management policies and land development regulations, and the County's initiation of a Community-Based Planning program. The BMS plan (See Exhibit A of the BMS background documentation exhibit series¹) provides a conceptual vision for the County's Community-Based Planning project.

The successful implementation of the BMS plan benefit from cooperation of public and private interests as the plan anticipates future infrastructure improvements that may not be currently programmed or funded. Of particular importance are the following: 1) the location and construction of the publicly funded County Regional Service Center as a focal point for the BMS plan, 2) public/private funding and construction of the local road network providing access to

¹ The Brandon Main Street background documentation exhibit series (A-D) is provided for reference solely for illustrative, not regulatory purposes.

and through the BMS plan area from the intersection of Pauls Drive / Brandon Parkway and the intersection of Lakewood Drive at the Providence / Lakewood Connector, and 3) the location of land uses, and site and structural designs which are flexible, economically feasible, marketable, and in keeping with the building architecture and streetscape design guidelines for traditional neighborhood development.

It is recognized that without a single master developer or the public's commitment to fund the unifying infrastructure, creation of the anticipated BMS plan features and land-use pattern may be difficult to implement. Since it is anticipated that this area of Brandon may experience rapid change in the next several years, the BMS plan will be re-assessed in 2004. If it is determined that the BMS plan has not been sufficiently realized, the County may amend the Comprehensive Plan to revise the BMS Plan areas which have not been able to progress towards plan realization.

III. Goals and Strategies

To ensure the implementation of the Vision formulated by the residents of the Brandon community, the following strategies will guide future growth and development in the area defined in Exhibit B (of the BMS background documentation)².

Section A: Community Form.

The Community-Based Planning project and the BMS plan identifies the creation of a mixed-use traditional neighborhood land use concept for the area that builds upon the existing community structure to create a main street district that has urban uses, intensities, and civic character. Under this concept, the land uses are to be located and designed to tie together existing activity and employment generators (i.e. the Brandon Town Center regional mall, Brandon Regional Hospital, Brandon Parkway and State Road 60 corridors) in the central Brandon area. Development of this concept will be achieved by the following:

- The BMS plan shown in Exhibit A (of the BMS background documentation)³. It is intended to provide specific direction and certainty in terms of the objectives to be achieved (i.e. traditional design, mixed uses, significant pedestrian and transit features, and emphasis on civic and open spaces) but to allow flexibility in the design details of individual projects. Building locations and footprints are shown for graphic purposes only.
- The County shall adopt land development regulations creating a Traditional Neighborhood Development (TND) zoning district that includes community development standards permitting the creation of higher density / intensity mixed-use developments. Adoption of these land development regulations is anticipated in 2001. The TND zoning district is intended to promote the creation of multiple use areas throughout the BMS area.
- The County shall initiate a rezoning for the BMS plan area which shall include TND and other appropriate districts. The TND rezoning process will be initiated after this BMS

² The Brandon Main Street background documentation exhibit series (A-D) is provided for reference solely for illustrative, not regulatory purposes.

³ The Brandon Main Street background documentation exhibit series (A-D) is provided for reference solely for illustrative, not regulatory purposes.

community plan Comprehensive Plan Amendment has been approved. At the time of the County-initiated TND rezoning, the zoning overlay boundary may be expanded to include properties with willing owners that complement the BMS plan.

- Exhibit B (of the BMS background documentation)⁴ identifies the conceptual location of the TND zones within the BMS plan. The County will further delineate the uses and building types required as the TND zoning district and the Brandon design criteria are adopted.
- The County will create building architecture and streetscape design criteria that is harmonious with the programmed Brandon Parkway aesthetic treatments, produces a uniform identity and image for Brandon, and reflects the community's heritage. The County will work with the community and conduct public meetings to develop the design criteria and procedures for their application.
- The County will appropriately locate, design, acquire land for, and commence construction of its future government center within the plan area by 2006. Where possible, all of the infrastructure improvements needed to service the government center as well as those that advance the concepts of the BMS plan shall be considered during the site acquisition process. The County will program uses that advance the creation of public/private developed multi-use areas. Civic uses may occur in any of the TND districts.
- The TND development standards will provide for the protection of environmentally sensitive areas through a compact, mixed-use pattern of development that conserves wetlands in accordance with all local regulations.
- The implementation program developed for the Brandon Main Street Community Plan shall be prepared to address the comments received from state and regional agencies for Comprehensive Plan Amendment 00-19.
- A public open space network is identified through wetland preservation, park creation, and utilization of master stormwater management plans that create large surface storage lakes and natural biologic treatment systems, rather than incremental ponds.
- A transportation system will be comprised of interconnected roadways, a strong pedestrian network, transit amenities, bikeways, and recreation trails/corridors. This system will create more walkable neighborhoods that are connected to daily needs, while providing a variety of routes and connections throughout the area.
- A mix of residential uses will be promoted through, among other techniques, inclusion of apartments, residential over commercial, small lot single-family, and accessory units.
- A mix of non-residential uses will be promoted through, among other techniques, inclusion of retail, office, hotel, service, and other compatible uses.
- Mixing of uses within buildings is encouraged and permitted pursuant to the TND district.

Section B: Design Guidelines.

The County shall utilize building architecture and streetscape design criteria to guide future improvements in the area. These criteria will include, where feasible:

- Building heights will be limited to three stories. Additional stories may be permitted through a public zoning application process on an individual basis. The proposal must identify why the three-story limitation is an undue hardship, and how the proposal furthers the intent of the

⁴ The Brandon Main Street background documentation exhibit series (A-D) is provided for reference solely for illustrative, not regulatory purposes.

BMS plan. In no event shall the total stories permitted exceed the range identified within the TND zoning district limitations.

- Build-to lines rather than setbacks will be utilized to create street corridors, except where adjacent to existing or proposed single-family residential uses.
- Streetscape plans for private property development and rights-of-way shall be coordinated and complementary, using similar materials and features.
- On-street parking will be utilized to create safe pedestrian walkways and activate first floor land-use. All other parking facilities will occur in a secondary tier of development or masked interior to buildings. Shared parking areas will be encouraged.
- Pedestrian walkways will be shaded, accessible, and link all development.
- Development shall be designed to be compatible with surrounding properties and to reflect design components common to Brandon's character.
- Development will include distinctively designed streets, public spaces and gateways.
- Signage, fences, walls shall be designed to complement the adjacent uses as well as the street and pedestrian network. Such features shall be subject to a coordinated/unified design plan. Use of walls or other opaque screening materials other than vegetation shall be prohibited along public or private rights-of-ways.
- Street-oriented porches and balconies are encouraged as design features; front oriented garages are discouraged.
- Development of public and private lands shall be designed to be compact and pedestrian and transit-friendly.

Section C: Land Use and Intensities.

The County shall promote mixing and intensification of land use in the area to establish the urban characteristics of a main street instead of current land use designations and zoning classifications which promote a conventional suburban pattern. To implement the Vision, the following land use changes are made (see Exhibit C of the BMS background documentation)⁵:

- The portions of the BMS planning area that currently have a Future Land Use designation of Residential-12 (R-12), will be changed to Community Mixed Use-12 (CMU-12).
- The portions of the BMS planning area that currently have a Future Land Use designation of Office Commercial (OC) or Residential-20 (R-20) shall remain.
- TND zoning or other appropriate districts which implement mixed uses and buildings, interconnected streets and pedestrian friendly design would be required for consideration of future development.
- Residential Uses shall be permitted according to the type of dwelling.
 - Single-family (maximum 8 units per acre)
 - Townhouse
 - Multi-family
 - Live/Work
 - Congregate Living Facilities
- Non-residential Uses shall be permitted as follows:
 - Office, Hotel

⁵ The Brandon Main Street background documentation exhibit series (A-D) is provided for reference solely for illustrative, not regulatory purposes.

- Government Office, Public Uses, Parks
 - Retail, Personal Services, Restaurants
 - Retail, personal services, restaurants or government offices shall be required on the ground floor of certain blocks.
 - Light Industrial, Corporate Research, High Technology uses.
- Development proposals that adhere to the identified strategies will be eligible to increase their project density / intensity to the next higher Comprehensive Plan category by rezoning to TND.

Section D: Infrastructure.

The infrastructure improvements necessary to support the traditional neighborhood development concept set forth within the BMS plan will involve funding and construction by both public and private entities. Implementation of these concepts will include the following:

- The County will identify unfunded capital needs for consideration in future improvement cycles.
- The County will seek alternative funding sources to advance the implementation of the BMS plan.
- The County will support where appropriate, developer agreements that advance the implementation of the BMS plan.
- An interconnected roadway network as generally depicted in the BMS plan and the BMS Roadway Plan (Exhibit D of the BMS background documentation)⁶ will be established to create the urban pattern and promote mobility, as follows:
 - Wherever feasible, development of blocks and public and private streets shall be designed along a grid of interconnecting streets. The street grid layout shall be flexible to support private development needs, however, a regular intersection frequency should not exceed a distance of 300-feet.
 - Wherever feasible, development blocks should not exceed 250-feet x 500-feet in size and shall utilize alleys to interrupt any sides that exceed 300-feet in total length.
- Stormwater management facilities that accommodate multiple properties will be encouraged. Shared, underground or off-site facilities are permitted and encouraged.
- A safe, efficient, environmentally sensitive, and integrated multi-modal transportation system will be promoted within the BMS plan area.
- The County will evaluate identifying portions of the master plan area as a Transportation Concurrency Management Area as provided within Chapter 9J-5 of the Florida Administrative Code. The purpose of this approach will be to promote infill development or redevelopment within selected portions of the urban service area.

⁶ The Brandon Main Street background documentation exhibit series (A-D) is provided for reference solely for illustrative, not regulatory purposes.

FIGURE 1

BRANDON MAIN STREET COMMUNITY PLAN

- LEGEND:
- BRANDON MAIN STREET
COMMUNITY PLAN BOUNDARY
 - WATER WETLANDS

DATA SOURCES: Surveyed Roads and Water from Hillsborough County Road Equip. Department; Parcels from Hillsborough County Property Appraiser's Office.

ACCURACY: It is intended that the accuracy of this document comply with U.S. national map standards. However, such accuracy or any distribution of accuracy is not guaranteed by Hillsborough County.

REPRODUCTION: This sheet may not be reproduced in part or in whole without specific approval of the Hillsborough County Planning & Growth Management Department.

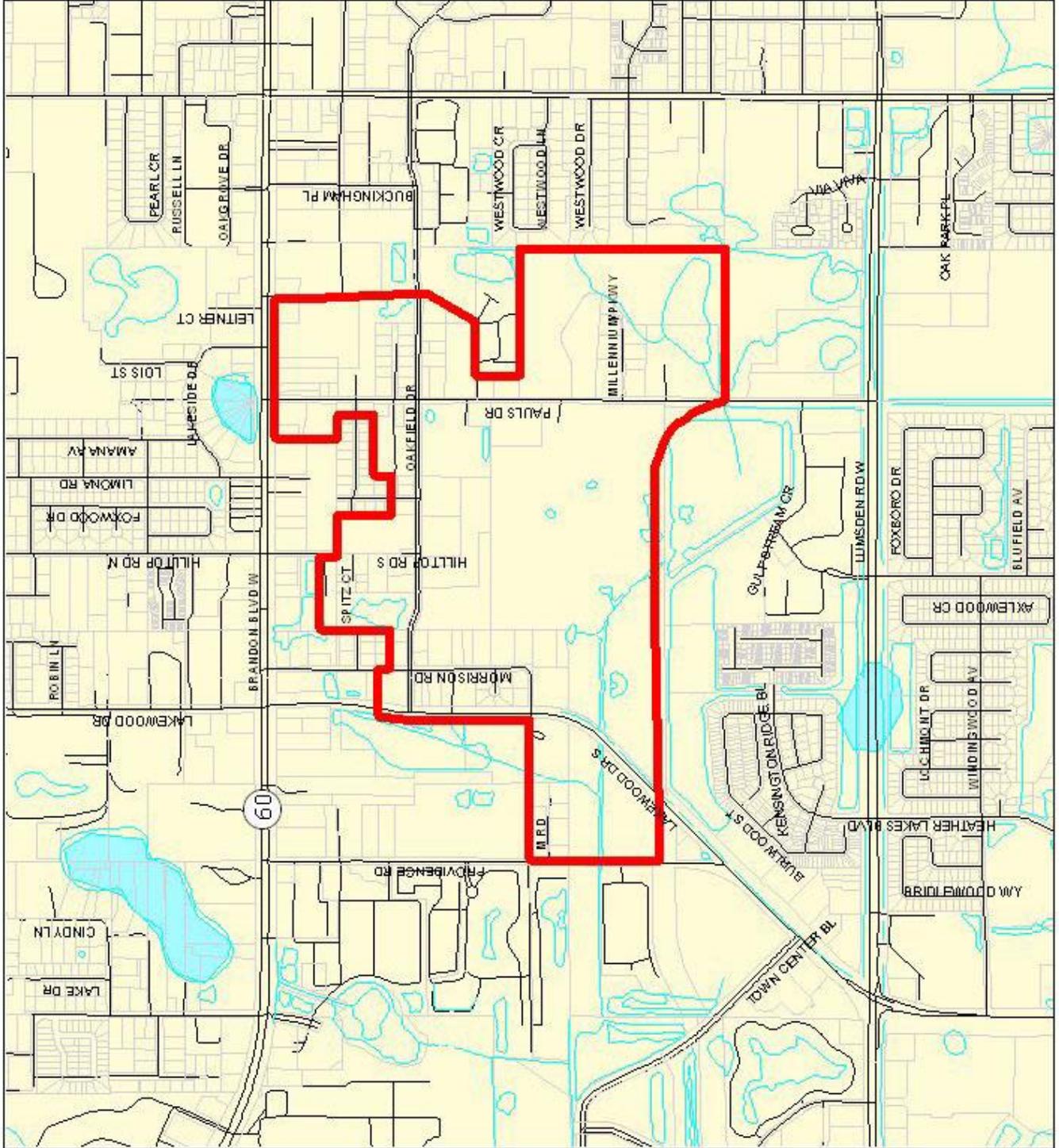


Not To Scale



Planning & Growth Management Department
Administrative Services Division

Prepared by: Information Services
Prepared for: Community Planning
File path: g:\gis\plan-PC\M...\
Project's e-path to Brandon plan file is at path
Composed By: Ralph Spangh
Date Plotted: 02/20/01



Appendix

Brandon Main Street Background Documentation Series A-D*

*The Brandon Main Street background documentation exhibit series (A-D) is provided for reference solely for illustrative, not regulatory purposes