

# Brandon Corridors and Mixed-Use Centers Study - Fact Sheet

The Brandon Corridors and Mixed-Use Centers Study is a joint pilot project from the Metropolitan Planning Organization (MPO) and The Planning Commission (TPC). The purpose of the study is to better coordinate the envisioned land use pattern with planned transportation improvements along major corridors.

Brandon's east-west corridors of Brandon Blvd, Lumsden, and Bloomingdale connect much residential and commercial development to I-75. These major roads experience a lot of congestion and have several crash hot spots. Options for maintaining/improving mobility and safety for the Brandon Community are becoming increasingly limited. The study will look to refine Hillsborough County's Vision Map for growth in the area, and identify feasible transportation improvements along the major east-west corridors. As part of the study, a market analysis will be performed looking at land-use and market trends to gauge development patterns and identify the potential for future development and redevelopment within the study area. Transportation analysis will include forecasts of traffic and ridership, roadway operation modeling and a review of safety and other key issues.

## Project Management Team

The study is being led by the Hillsborough MPO and Planning Commission, with the partnership of Hillsborough County's Development Services and Public Works, Hillsborough Area Regional Transit Authority (HART), and Florida Department of Transportation (FDOT).

## Purpose

- To better coordinate the envisioned land use pattern with planned transportation improvements along major corridors.
- To refine the Unincorporated County's Vision Map and Socio-Economic (SE) Data Set for the study area.
- To assess the feasibility of potential multimodal transportation improvements such as: dedicated lane Bus Rapid Transit, road widening, or transit-only center lane.
- To identify corridors and mixed use center that can become community focal points for both transportation and land use.
- To apply the policy recommendations of the 2014 Dover Kohl study for the Planning Commission "Strip Commercial and Mixed-Use Development in Hillsborough County" to a specific pilot area to see how they can be implemented, identify needed changes, etc. in order to ultimately develop a countywide set of policies related to development along corridors and at activity nodes.
- Identify possible routes for HART's proposed Brandon MetroRapid service, and identify locations for transit stations, regional park'n'ride lots, and a regional transit hub.
- To assess and implement policies in the County's Comprehensive Plan, Brandon Community and Brandon Main Street Plans recommendations; the County's State Road 60 (Brandon Boulevard) Overlay District; and the Metropolitan Planning Organization's Brandon Boulevard (SR 60) Compatibility Study related to this area.



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