



BRANDON



CORRIDORS & MIXED-USE
CENTERS PILOT PROJECT

Development & Redevelopment Potential Assessment

Technical Memo 4

Prepared by:

HDR

On behalf of:



Hillsborough MPO
Metropolitan Planning
for Transportation



Hillsborough County
City-County
Planning Commission

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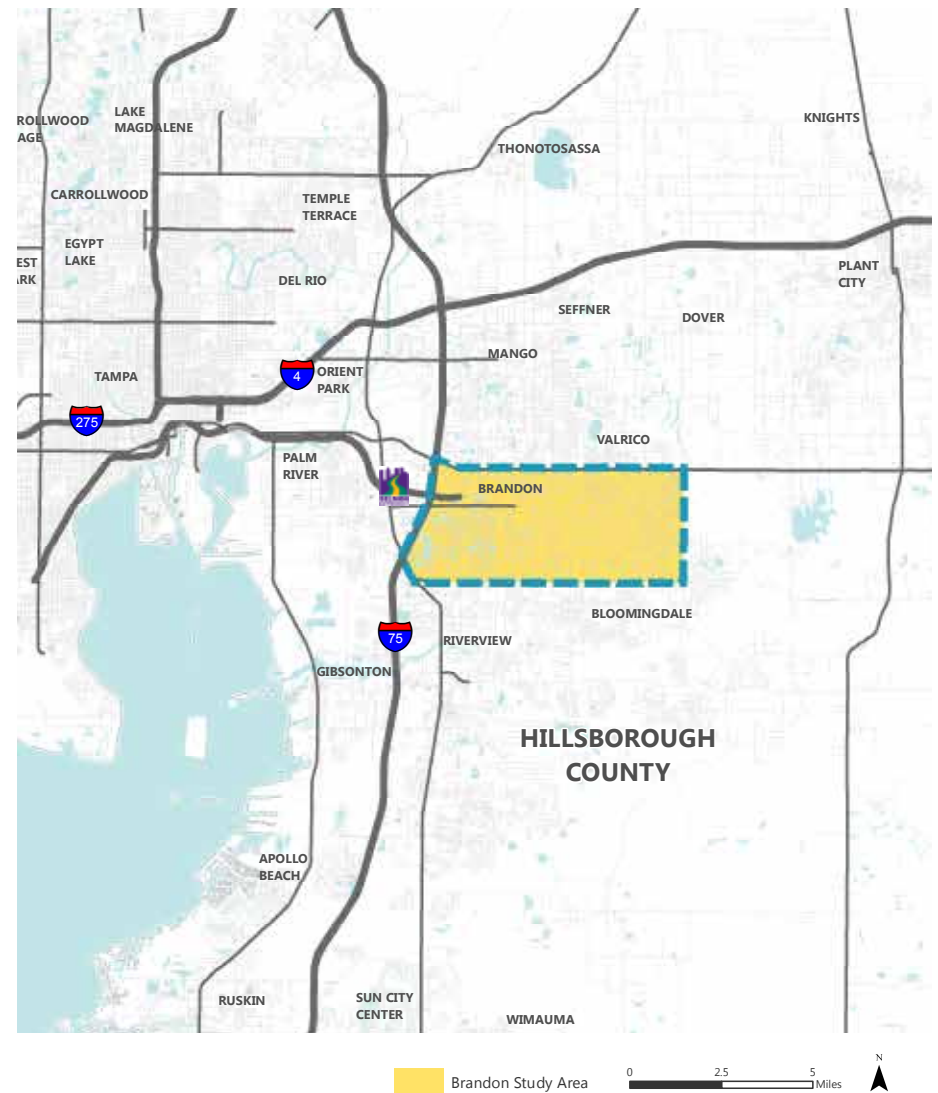
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1. INTRODUCTION

The Brandon Corridors and Mixed-Use Centers Study is joint pilot project from the Hillsborough County Metropolitan Planning Organization (MPO) and the Hillsborough County City-County Planning Commission (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)/Brandon Boulevard and Bloomingdale Avenue. The eastern limit of the study area is Dover Road/Little Road.

This technical memorandum provides a review of the study team’s efforts to identify parcels in the Brandon Study Area with the potential to support new development or redevelopment. This will be used in later stages of the study to evaluate the area’s ability to support projected increases in population and employment and make recommendations for modifications to the 2040 projections within the study area. The results of the work presented in this tech memo, along with the findings from the market analysis, will also serve as a foundation for the preparation of a preliminary vision map describing a preferred pattern of development for Greater Brandon’s commercial districts and corridors.

Figure 1. Study Area Regional Context Map



2. EVALUATION OF DEVELOPMENT & REDEVELOPMENT POTENTIAL

2.1 Overview

To assess development and redevelopment potential, the study team evaluated Hillsborough County Property Appraiser data regarding land use, recent construction, development intensity, value, and environmental constraints for 71,915 parcels within the Brandon Study Area and a buffer area extending approximately one mile from the study area limits.

The tabular data and narrative below provides information for 26,728 parcels (14,069 acres) within the study area and immediately adjacent to the study area on the north side of SR 60 and the south side of Bloomingdale Avenue (i.e., parcels within 500 feet of the roadway). As shown on Figure 2, the evaluation area does not include parcels located west of I-75 or east of Dover Road.

Described in the following narrative and shown in maps at the end of this memo the evaluation process included the following steps:

- Identify parcels with development potential (undeveloped land);
- Identify parcels with redevelopment potential (developed but with low existing improvement value or development intensity);
- Locate potential environmental constraints or stormwater management facilities that could limit development or redevelopment of a site;
- Identify the remaining unconstrained acreage; and
- Identify larger vacant buildings with opportunities to redevelop.

2.2 Parcels with Development Potential

For the evaluation, parcels with existing vacant land use classifications in the property appraiser records were identified as having development potential. Parcels with other existing land use designations including agricultural, commercial, or residential, but had no building square footage, building effective build date, or building value were also categorized as developable. Parcels that were designated as homeowner association (HOA), right-of-way (ROW), commercial parking, outside storage or other dependent commercial use parcels were excluded from consideration.

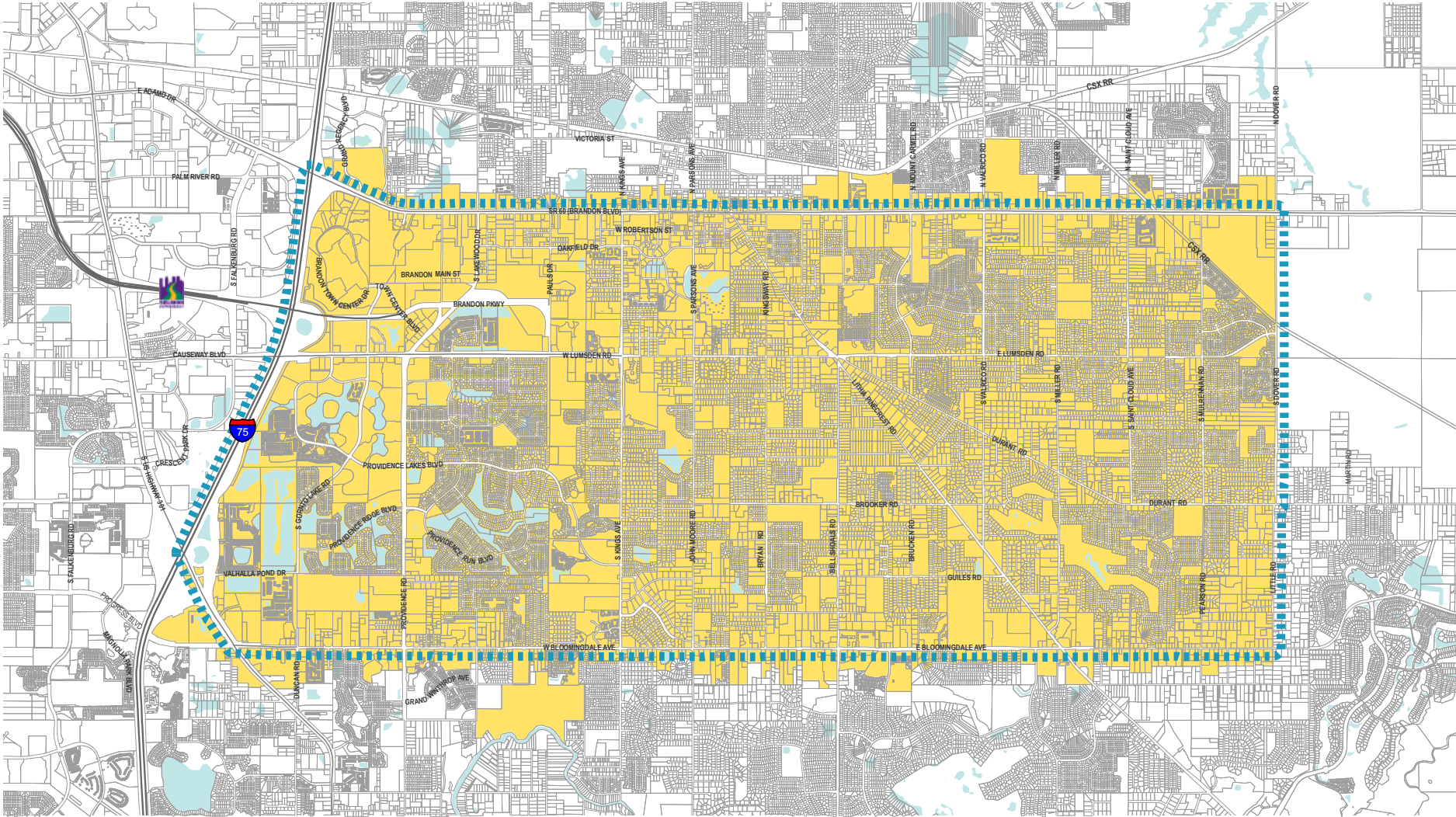
The following commercial parcels that have been recently developed or are in an advanced stage of development review and likely not subject to possible changes in land use policy or regulations resulting from this study were excluded from consideration:




- The newly constructed Walmart and approved multifamily and commercial uses at Bloomingdale Avenue and Lithia Pinecrest Road, and
- The newly constructed Portillo's restaurant on SR 60.

Within the study area and adjacent area, this screening process resulted in the preliminary identification of 1,077 parcels (1,583 acres) with development potential. These parcels are identified on Figure 3.



Figure 2. Development and Redevelopment Potential Evaluation Area



-  Brandon Study Area
-  Water
-  Brandon Study Area and Adjacent Parcels



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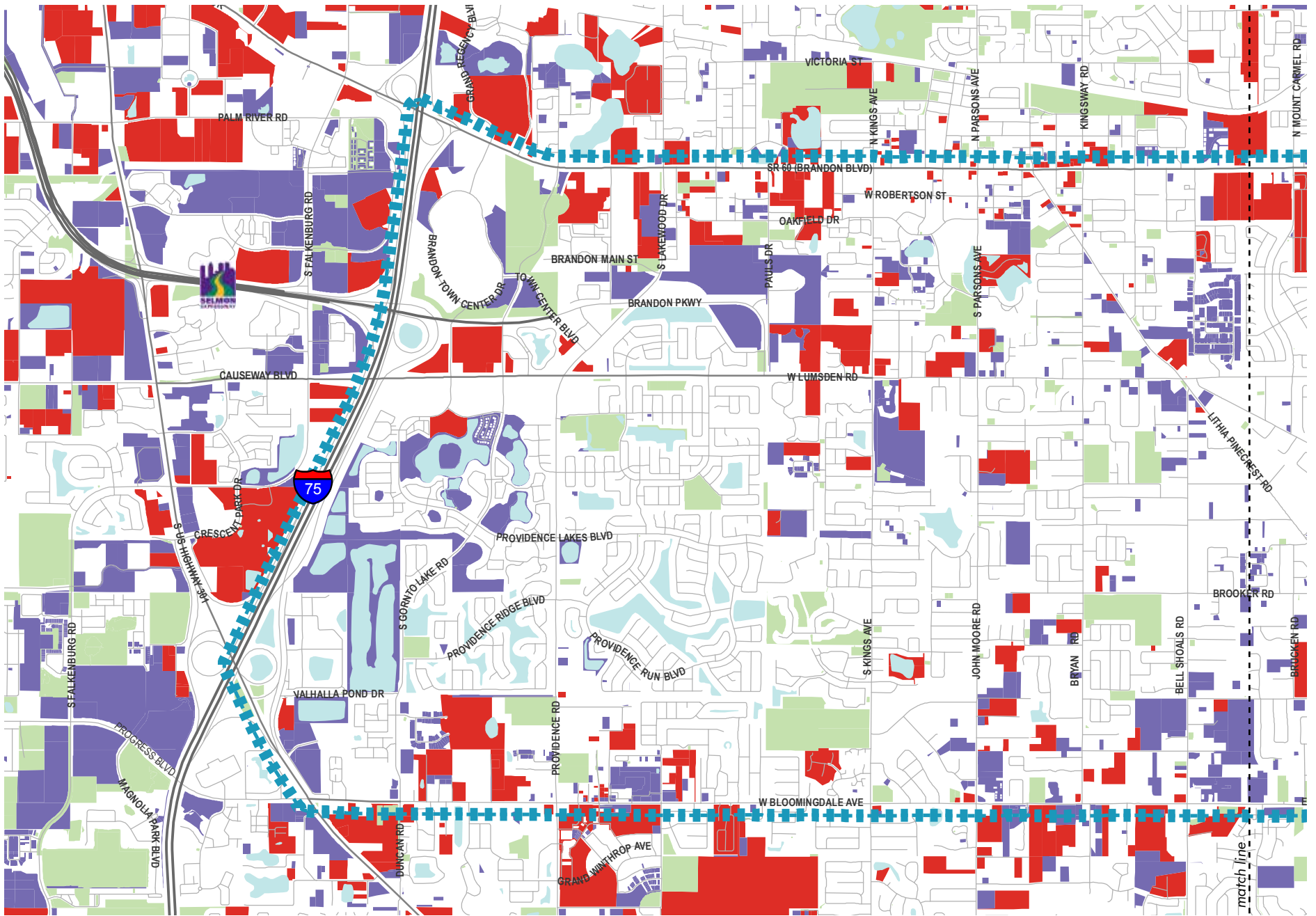





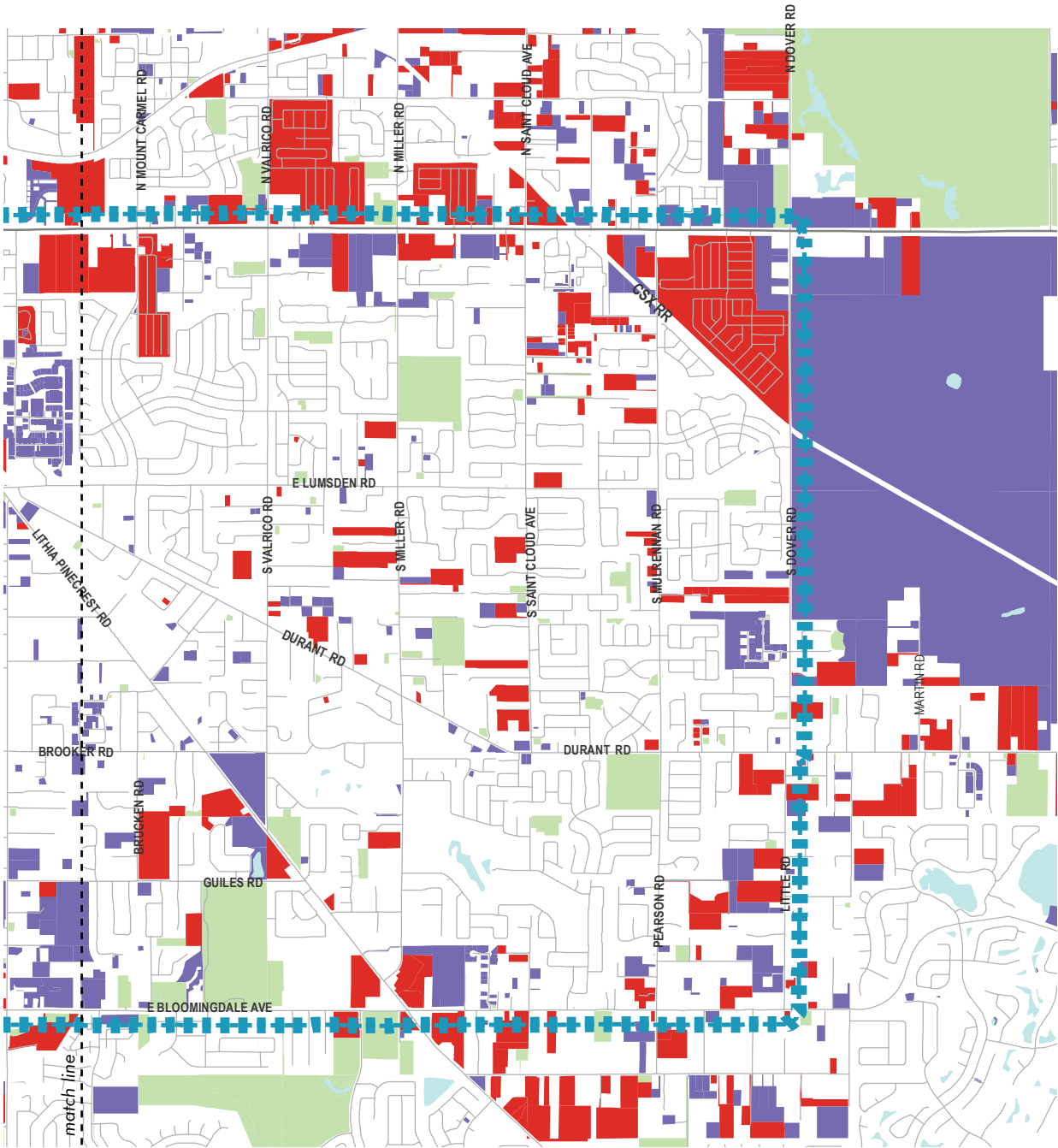




Figure 3. Sites with Development/Redevelopment Potential

-  Brandon Study Area
-  Water
-  Public Ownership/ROW/Cemetery/HOA
-  Parcel with Development Potential
-  Parcel with Redevelopment Potential



2.3 Parcels with Redevelopment Potential

To identify parcels with redevelopment potential, another screening process was employed using property appraiser parcel data on ownership, existing use, building and land value, and development intensity.

For this evaluation, parcels that are in public ownership as well as condominium or common land owned by an HOA were excluded from consideration. Utility, ROW, easements, cemeteries, public and private schools, golf courses, churches, transportation, and other public use parcels were also excluded. A total of 1,784 parcels (2,919 acres) within the study area and adjacent area were excluded from the redevelopment potential analysis based on existing land use or ownership. The 1,087 parcels previously identified as having development potential were also excluded.

The next step in the evaluation process involved the identification and exclusion of parcels with high utilization rates or high value buildings relative to total parcel value from the remaining 23,857 parcels (9,566 acres) within the study area and adjacent area. As shown in Table 1, each parcel was evaluated based on two criteria with a set of thresholds that were established to indicate relative redevelopment potential:

- Ratio of building value to total value for all 23,857 parcels, and
- Existing development intensity, or the ratio of building area to site area known as floor-area ratio (FAR) for the 175 sites greater than five acres.

Parcels with either low building to total value ratios or low FAR, are considered as having higher potential to redevelop than other parcels with higher value buildings or FAR. As shown in Table 1 (indicated in red text), the following thresholds were established to identify the parcels with the greatest redevelopment potential:

- Parcels with lower building values (i.e., building value as a percent of total property value less than 33 percent), and
- Larger parcels with lower levels of development intensity utilization (i.e., parcels five acres or more in size with an existing FAR less than 0.2).

Some of the parcels evaluated meet both criteria. Table 2 shows the breakdown of the parcels with lower building values and/or larger parcels with lower levels of development intensity utilization. All of these 317 parcels (1,845 acres) were included in the preliminary identification of parcels with redevelopment potential. Figure 3 shows the location of these parcels.

2.4 Environmental Constraints or Stormwater Facilities

Table 1. Redevelopment Potential Evaluation Criteria

Criteria	# Parcels	Acres
Building Value as Percent of Total Value		
0.1% to 33.0% **	232	956
33.1% to 66.0%	3,759	2,759
66.1% to 100.0%	19,858	5,795
*parcels with no building value information	8	56
Development Intensity (FAR) for Parcels 5 Acres or Greater in Size		
0.01 to 0.2 FAR**	112	1,621
0.21 to 0.4 FAR	51	759
0.4 to 1.0 FAR	10	142
1.01+ FAR	0	0
*parcels with no building or parcel square footage	2	35

Source: Hillsborough County Property Appraiser, HDR

(*) Due to insufficient data in the Hillsborough County Property Appraiser GIS parcel database, several developed parcels were excluded from this evaluation.



The next step in the evaluation process determined the extent of environmental constraints that limit development or redevelopment potential of identified sites. Parcels with significant areas of surface water, wetlands, or stormwater facilities serving adjacent development and parcels within the FEMA regulatory floodways were excluded from consideration. If more than 75 percent of the site was occupied by a water feature, wetland, or flood hazard area, the entire parcel was removed from consideration as having future development or redevelopment potential. The study team identified parcels with less than 75 percent constrained as partially constrained. For these parcels, the acreage outside an area of surface water, wetland, or floodway was identified as having redevelopment or development potential.

The areas with environmental constraints are shown on Figure 4. This evaluation resulted in the identification of approximately 798 acres with environmental constraints that could limit development or redevelopment potential. This includes 39 parcels (478 acres) that were considered not available for development in their entirety due to more than 75 percent of the site area being occupied by a water feature, wetland or flood hazard area.

Table 2. Redevelopment Potential Parcels

Criteria	# Parcels	Acres
Parcel with Low Building Value Percentage	206	236
Parcel with Low Development Intensity	85	889
Parcel with Low Building Value AND Low Development Intensity	26	719
TOTAL	317	1,845

Source: Hillsborough County Property Appraiser, HDR

2.5 Unconstrained Acreage

Using the identified environmental constraints, the next step was to identify the unconstrained areas within the parcels that were identified preliminarily as having development or redevelopment potential. The 39 parcels that were identified as having significant environmental constraints were removed from consideration. The unconstrained acreage was calculated for the remaining parcels with no or partial constraints.

Table 3 shows the total number of parcels, total acreage, and unconstrained acreage for the sites with redevelopment and development potential. The unconstrained land with development or redevelopment potential within the evaluation area includes 1,355 parcels (2,629 acres).

To identify the locations with the greatest development potential, the parcels with development or redevelopment potential were sorted by the size of unconstrained acreage. This sorting process also allowed for the definition of general locations with clusters of smaller parcels that, with ownership consolidation or some form of coordinated

Table 3. Sites with Development or Redevelopment Potential by Unconstrained Acreage

	Development Potential Sites	Redevelopment Potential Sites	All Sites
All Development/Redevelopment Sites (preliminary identification)			
# Parcels	1,077	317	1,394
Acres	1,583	1,845	3,427
Unconstrained Sites			
# Parcels	1,039	316	1,355
Acres	1,003	1,626	2,629

Source: Hillsborough County Property Appraiser, HDR

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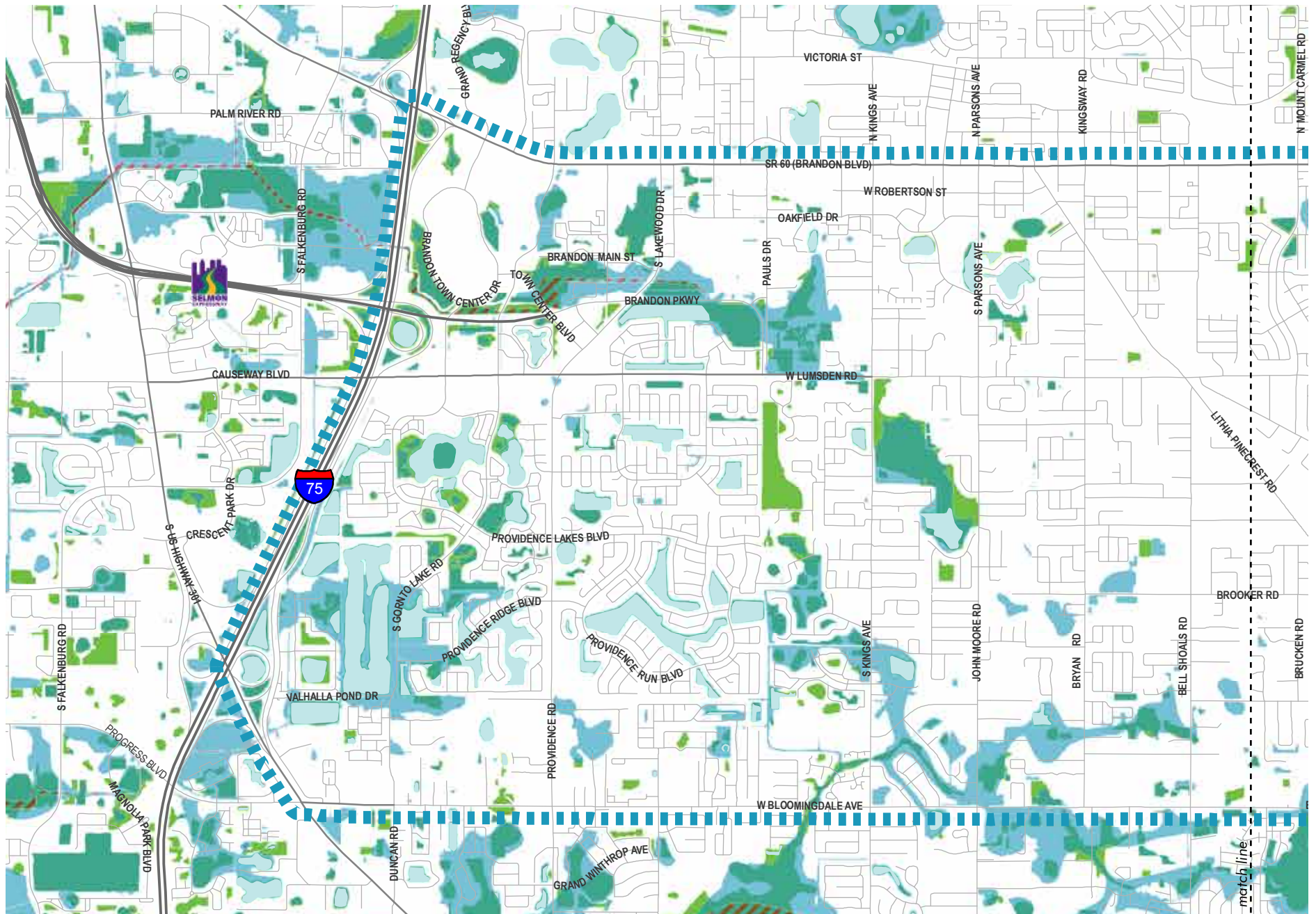





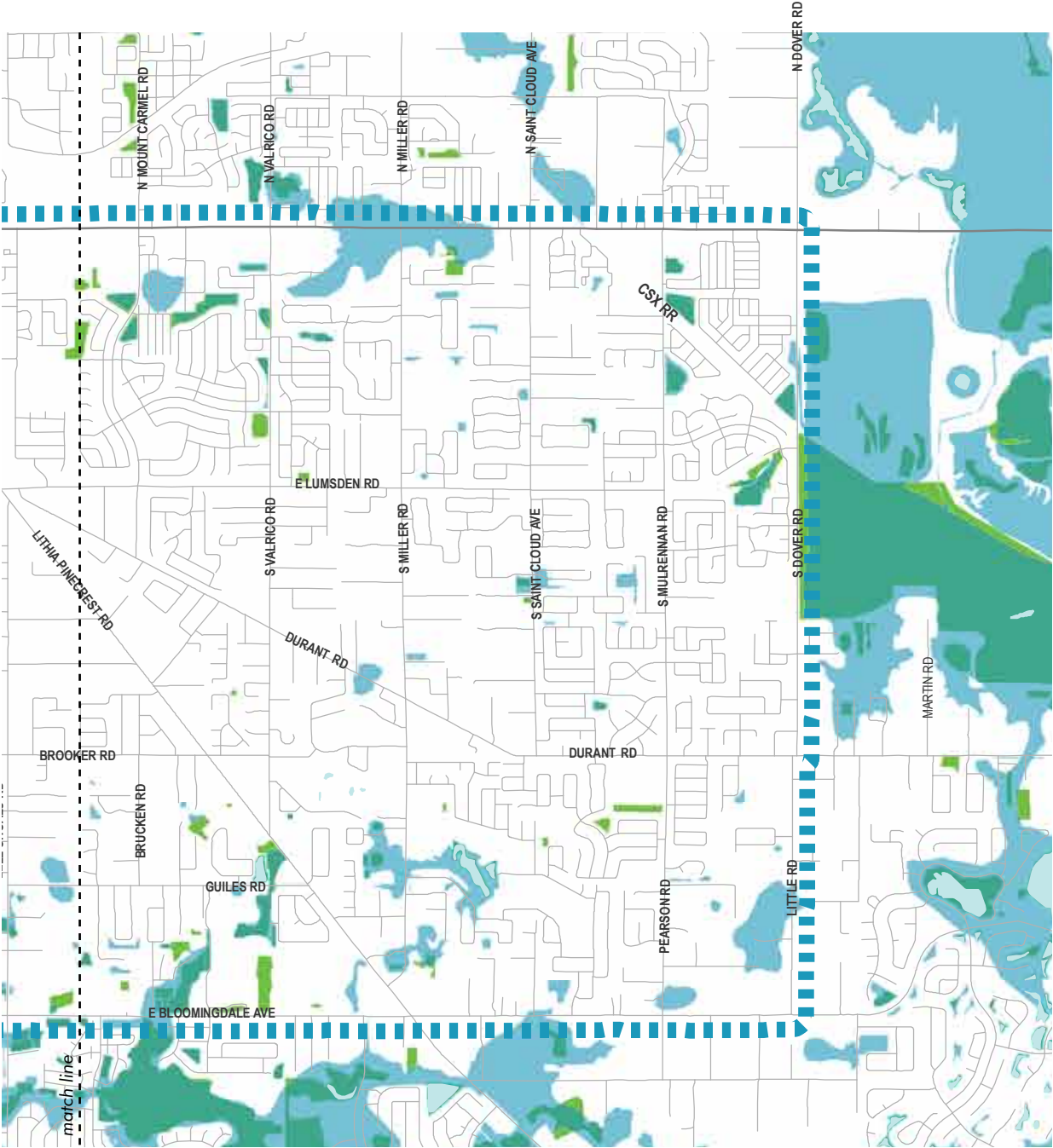




Figure 4. Environmental Constraints

-  Brandon Study Area
-  Water
-  Wetland
- Flood Hazard Areas (FEMA)**
 -  1% Annual Chance Flood Hazard (A, AE)
 -  Regulatory Floodway (AE)



development, could be viable candidates for development or redevelopment.

As shown in Table 4, the majority of the identified development or redevelopment potential parcels are less than five acres in size. The vast majority of these smaller parcels are not located along arterials or within or adjacent to existing commercial centers or corridors.

The evaluation resulted in the identification of a relatively small number of larger parcels with development or redevelopment potential. Only 144 parcels have redevelopment or development potential with more than five acres of unconstrained acreage. Only 18 sites have more than 20 acres in developable area.

The location of all development and redevelopment potential sites are shown with the environmental constraints layer in Figure 5.

2.6 Vacant Buildings

The evaluation also resulted in the identified of several existing larger scale commercial buildings within the study area that are currently vacant and potentially available for reuse or redevelopment. As shown on Figure 5, these sites include:

- Kmart (8.02-acre parcel, 97,075 square feet building).
- Kash-and-Karry/Sweet Bay (12.5 acre parcel, 51,486 square feet building).
- Walmart (10.05 acre parcel, 91,454 square feet building).
- Albertson’s (6.17 acre parcel, 49,840 square feet building).

Table 4. Sites with Development or Redevelopment Potential by Parcel Size

Parcel Size	# Parcels	Unconstrained Acres
> 1 acres	960	261
1-5 acres	251	583
5-10 acres	102	694
10-20 acres	24	344
20+ acres	18	747
TOTAL	1,355	2,629

Source: Hillsborough County Property Appraiser, HDR



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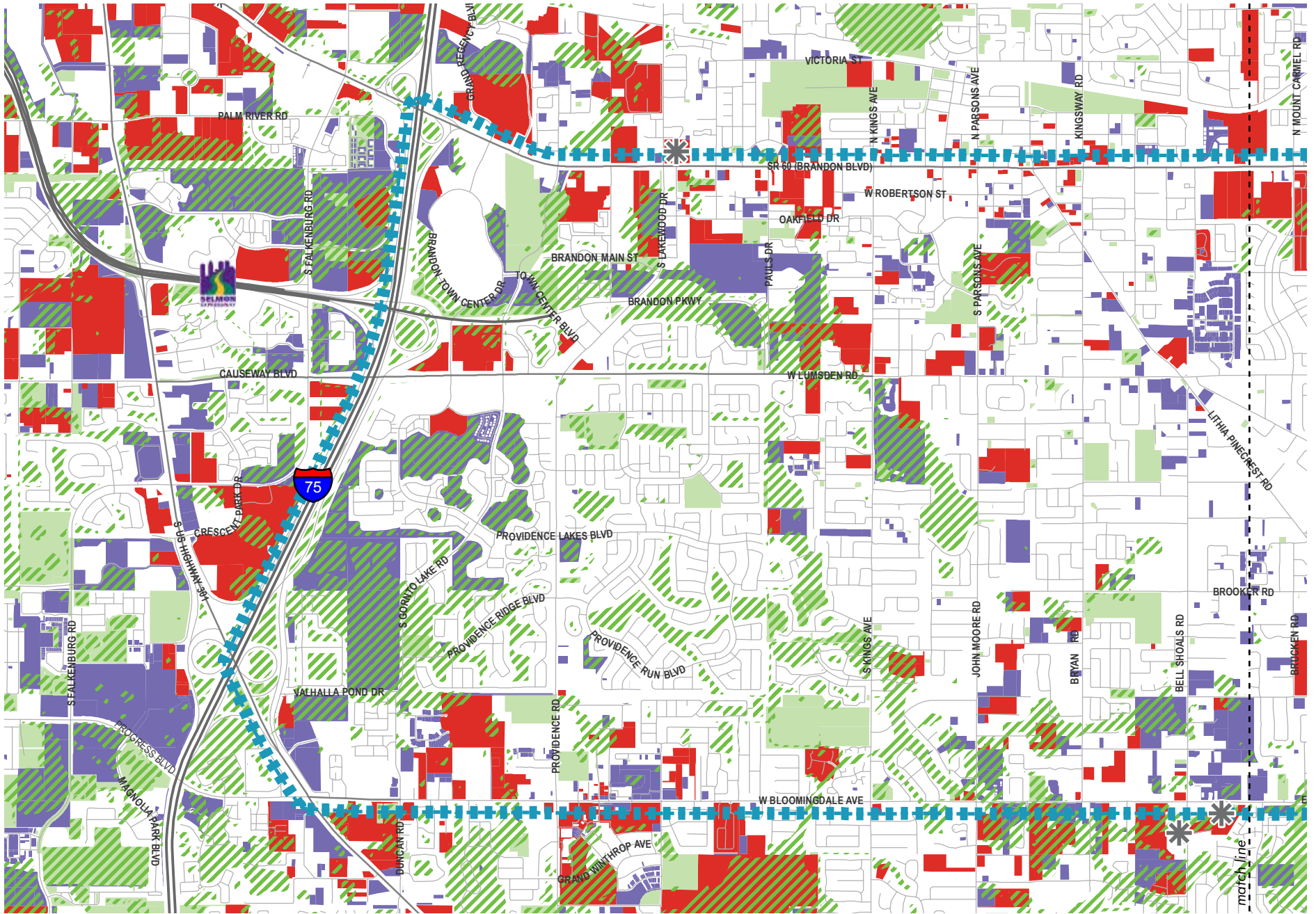






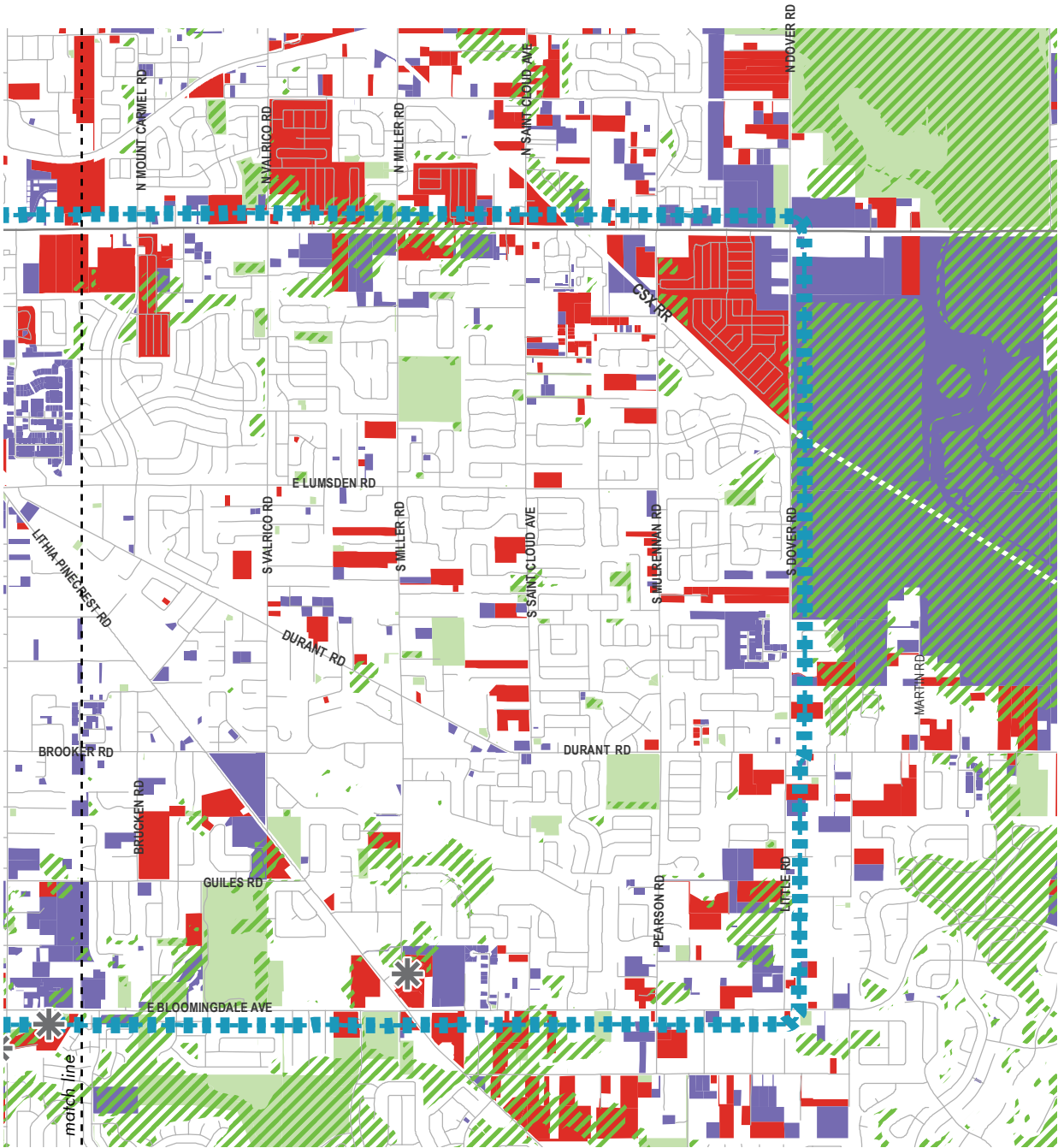




Figure 5. Sites with Development/Redevelopment Potential & Environmental Constraints

-  Brandon Study Area
-  Environmental Constraint (wetland, water, flood)
-  Public Ownership/ROW/Cemetery/HOA
-  Parcel with Development Potential
-  Parcel with Redevelopment Potential
-  Vacant Building



0 0.5 1 Miles



3. SOURCES

- Hillsborough County Property Appraiser, Property Records (February 14, 2016) <http://www.hcpafl.org/Downloads/Maps-Data>