

BRANDON

COMPREHENSIVE PLAN



2025
DRAFT



BRANDON

MISSISSIPPI

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CHAPTER ONE: INTRODUCTION

1



The Comprehensive Plan defines a common vision of Brandon's future, building on the community's strengths while addressing opportunities for change. The plan is intended to highlight the City's past and strengthen its future by providing a guide for development and growth.

INTRODUCTION

PURPOSE OF THE PLAN

The purpose of this Comprehensive Plan is to serve as a general and long-range policy guide to decision-making for the City of Brandon. The Plan is “comprehensive, but general” in that it includes all the City’s geographical areas and service functions that sustain or support the City’s physical development, while offering summarized rather than specific recommendations, proposals and policies. The Plan is also “long-range” in that it looks beyond the City’s immediate conditions and issues to the City’s future (20 to 25 years) needs and potential. Many recommendations and proposals are conceptual ideas, intended to spur further discussion and thought. Some of the illustrations and photos are of this nature. In contrast, a “master plan” is a more detailed development plan for a specific area, based at least in part on the Comprehensive Plan.



With today's technology, a comprehensive plan can also be a valuable economic development tool. The use of online surveys, GIS map viewers and Story Maps can help local governments better collect public input during the planning process and provides more direct access to citizens and investors. When released in Story Map form, a comprehensive plan is accessible from any computer, tablet, or web-enabled mobile device. To view this plan in Story Map format visit www.brandonms.org. Ultimately, a comprehensive plan released in this format serves as a useful marketing and economic development tool.

In addition to serving as a policy guide and an economic development tool, comprehensive plans also serve a legal purpose in the State of Mississippi. According to state law, all local governments must have an adopted comprehensive plan prior to adoption and implementation of zoning and land use regulations. This means that zoning and subdivision regulations, at a minimum, must conform to the local comprehensive plan. Regulations that are consistent with, or conform to, a comprehensive plan must be consistent with each element of the plan as well. Even though there is generally not an exact match between the land use plan map and the zoning map, the two should mirror each

other as closely as possible. The reason for such consistency or compatibility is that the courts are likely to uphold land use decisions when these decisions are based on plans.

City officials recognize the importance of planning in making effective decisions concerning the City's future. This plan is a result of extensive study into existing development patterns as well as population and the economy. This plan should, however, be reviewed and updated periodically (every 5 to 10 years) to remain current and be effective.

ELEMENTS OF THE PLAN

Section 17-1-1 of the Mississippi Code defines a Comprehensive Plan as follows: "...a statement of policy for the physical development of the entire municipality or county adopted by resolution of the governing body..." The Code goes on to state that a comprehensive plan must include a minimum of four components in order to comply with the statute. These components are long-range goals and objectives, a land use plan, a transportation plan, and a community facilities plan. This plan goes beyond the required elements by including a separate chapter for the following topics: population projections and economic development.

- The goals and objectives are found throughout this Plan as they pertain to the other elements and are made with respect to the future. Long-range nature of this Plan helps Brandon identify what it desires to achieve in the future. Section 17-1-1 of the Mississippi Code requires that the goals and objectives address residential, commercial, and industrial development as well as parks, open space, and recreation. Additionally, street and road improvements, public schools, and community facilities must be considered.

Goals and Objectives

- Establishes existing conditions for people, housing, and business in the City then offers projections based on historic trends and build out potential. These figures impact and influence community facilities, transportation, and land use recommendations.

Population and Business Analysis

- An inventory of existing facilities, including parks and recreation, public buildings and facilities, utilities and drainage, and statement of projected needs for capital improvement decisions.

Community Facilities Plan

- Classifies all existing and proposed streets, roads and highways and shows them on a Major Thoroughfares Map. The Transportation Plan covers the same time period that the Land Use Plan covers. The Plan includes arterial, collector and local streets, and roads and highways, as defined by minimum rights-of-way and surface width requirements. This element is also developed in conjunction with the Jackson Area Metropolitan Planning Organization's (MPO) long range planning efforts.

Transportation Plan

- Primarily as a general and long range policy guide to decisions concerning future land development. The adoption of these policies by the Mayor and Board establishes their dominance as a guide for land use decisions. The Land Use Plan shall also be used as a forecast of the future land needs of the City. Although the land use forecasts are for 20 to 25 years in the future, the life expectancy of the land use plan, for accuracy and applicability is five to six years.

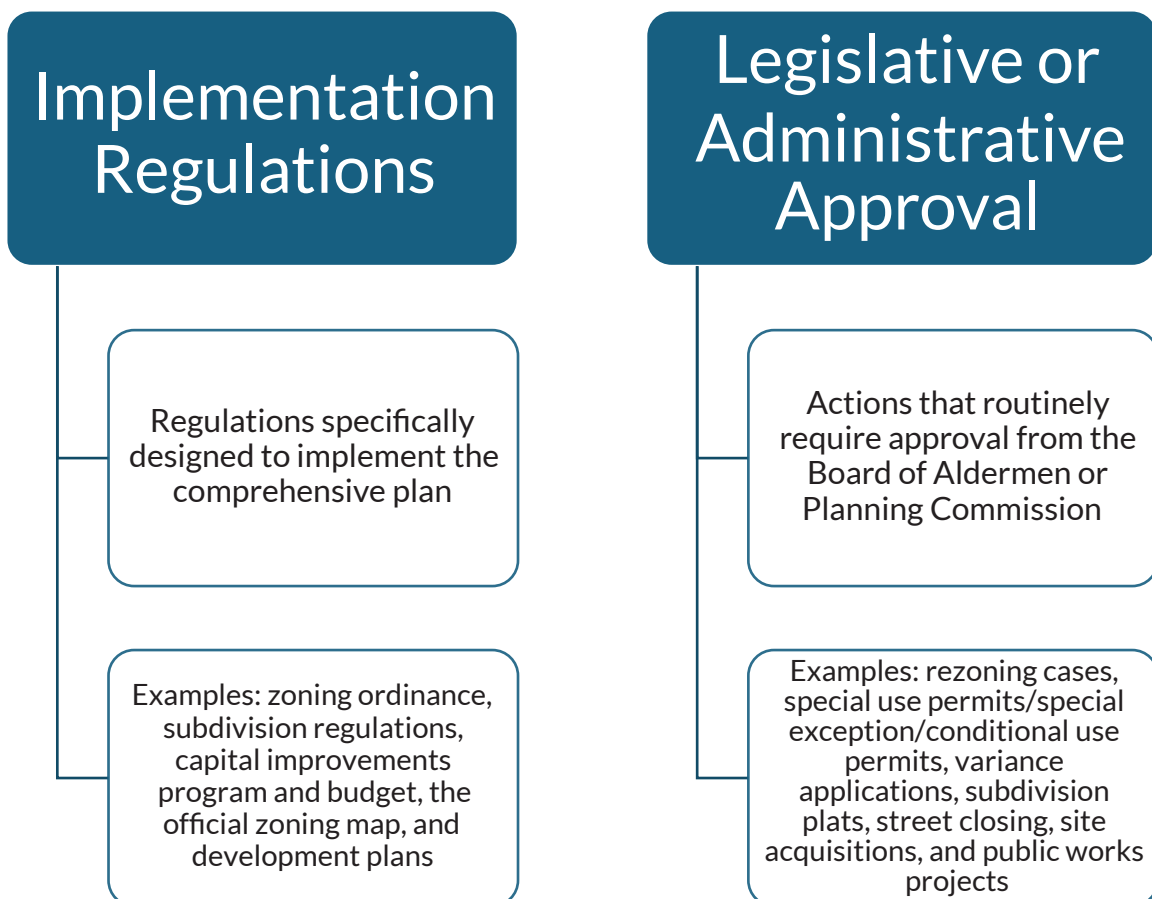
Land Use Plan

IMPLEMENTATION AND USE OF THIS PLAN

As noted in the Introduction, a comprehensive plan serves as a policy guide for the physical and economic development of the community. It is to be used in making decisions regarding rezoning, variances, conditional uses, and site plan review. It may also be used to aid in locating business, industries, and public facilities.

Community planning does not attempt to replace market forces of supply, demand, and price but to shape and channel market forces by establishing certain rules for development and conservation. A community plan should foster growth policies that enhance the community. For example, haphazard growth is unsightly and wasteful of space and public facilities, which results in higher public costs and property tax increases. Planning seeks to reduce these unnecessary costs.

The governing body uses the comprehensive plan to act on development matters through two methods:



For both methods, the Plan should be consulted to see if the matter is addressed specifically or if any guidance is provided as to how the matter should be handled. It should be remembered that the Plan may not indicate what action to take, nor will it answer all the questions that come before the governing body. It is not supposed to; its purpose is to serve as a generalized guide to making development decisions.

As a practical example of implementing and using the Comprehensive Plan the following scenario should be considered. Any proponent or applicant for a zoning change must show that the proposed change is in conformance with the Comprehensive Plan. The applicant must also show that there is a public need for the kind of change in question, and that the need will be best served by changing the zoning classification of the property in question.

The conformance of a request for rezoning can be quickly established by looking at the Land Use Plan and its map. The colored designations of land use categories

on the map are more generalized than zoning districts but should have similar characteristics. Each element of the Plan should also be reviewed considering the proposal and its implications. The applicant should make a case that his proposal is consistent with the Plan in both the map and text, if possible. It is important that both the Plan and the facts showing conformance be placed into the record of the hearing. Approval of rezoning requests which are consistent with the adopted Plan are an example of Plan implementation.

If the proposed change does not conform to the Plan, the Plan must be amended before the requested change in zoning classification can be approved. The application should explain exactly why a plan amendment and associated rezoning are needed so that the Planning Commission is informed as to the intent of the plan amendment allowing for an informed decision. Most proposed plan amendments are in pursuit of rezoning.

The Brandon Comprehensive Plan begins with a set of general goals. These are followed by more specific goals in the following chapters: Economic Development, Community Facilities, Transportation Plan, and Land Use Plan.

Among other things, this Comprehensive Plan is designed to:

- promote high quality of living within Brandon and the surrounding areas;
- prevent the overcrowding of land;
- encourage economic development;
- improve transportation; and
- continue to promote and support public safety.

GENERAL GOALS AND OBJECTIVES

To provide for an orderly arrangement of land uses in Brandon.

- Encourage proper land use patterns by enforcing zoning laws to insure compatibility of uses, and provide a mechanism through which development occurs in accordance with the Land Use Plan.
- To grade land uses by type, character, intensity and orientation with particular emphasis on the relationship between adjacent residential and commercial uses.
- Separate incompatible land uses and require buffering to reduce possible conflicts where different land use classifications adjoin.

Guide and direct the development of the foreseeable future into desirable forms and patterns rather than inefficient sprawl.

- To promote orderly expansion of urban growth to provide efficient use of resources.
- To coordinate land uses so as to create and maintain a functional and appealing image for the City.
- To protect and preserve property values.

To use the Comprehensive Plan as a guide to future development.

- To make citizens, property owners and developers aware of the plan and its policies and recommendations.

Seek out and incorporate input from all citizens and stakeholders into the Comprehensive Plan in order to develop a plan that serves the needs of the community.

- To make citizens, property owners and developers aware of the plan and provide them an opportunity to participate in the development of its policies and recommendations.

PUBLIC INPUT

An important part of the planning process is seeking public input. For a plan to be truly community driven, feedback and input from citizens and other stakeholders must be considered. During the early stages of development of this plan, an online survey was conducted. The survey contained eleven questions related to why people choose to live in Brandon, business attractiveness, options for shopping and recreation, bicycle and pedestrian facilities, and other areas of concern. The public was asked to participate by advertising the survey on the City's website and Facebook page, and also through an email blast.

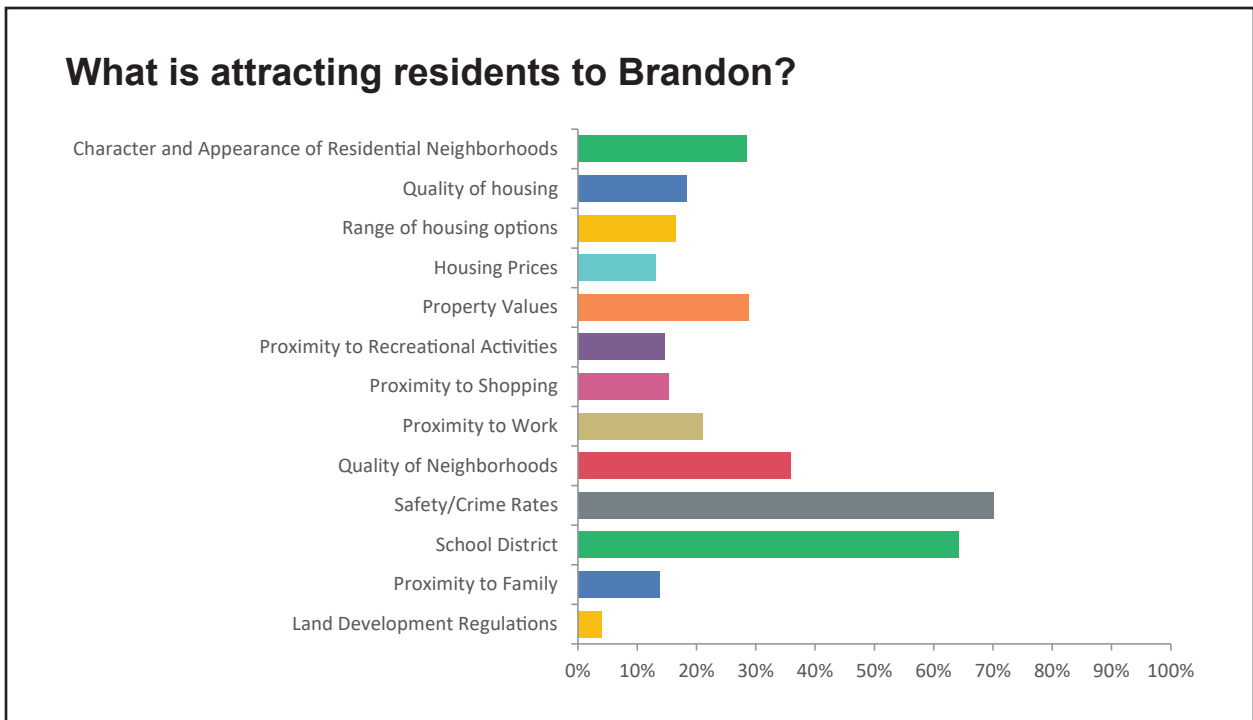
The results of this survey have provided a foundation for this Plan and its elements, and as such, the Plan references these results in its recommendations related to Community Facilities, Transportation Plan, and Land Use Plan. The results also helped the City better understand what attributes are attractive to residents and to businesses, which influenced the general goals and objectives.



Respondents were asked what the City’s greatest attribute is, and the results show that police protection and public safety (26%), schools (23%), and location (18%) rated the highest.

When asked what is attracting residents to Brandon, a significant majority responded: Safety (70%) and School District (64%). Quality of neighborhoods, property values, and character/appearance of neighborhoods were important to more than 25% of the respondents. When asked what is attracting businesses to Brandon, safety again topped the responses with nearly 50% followed closely by opportunities for development and growth and location (visibility and traffic counts). It is evident that public safety through low crime rates is an attribute that must be maintained in the City as it is driving investment.

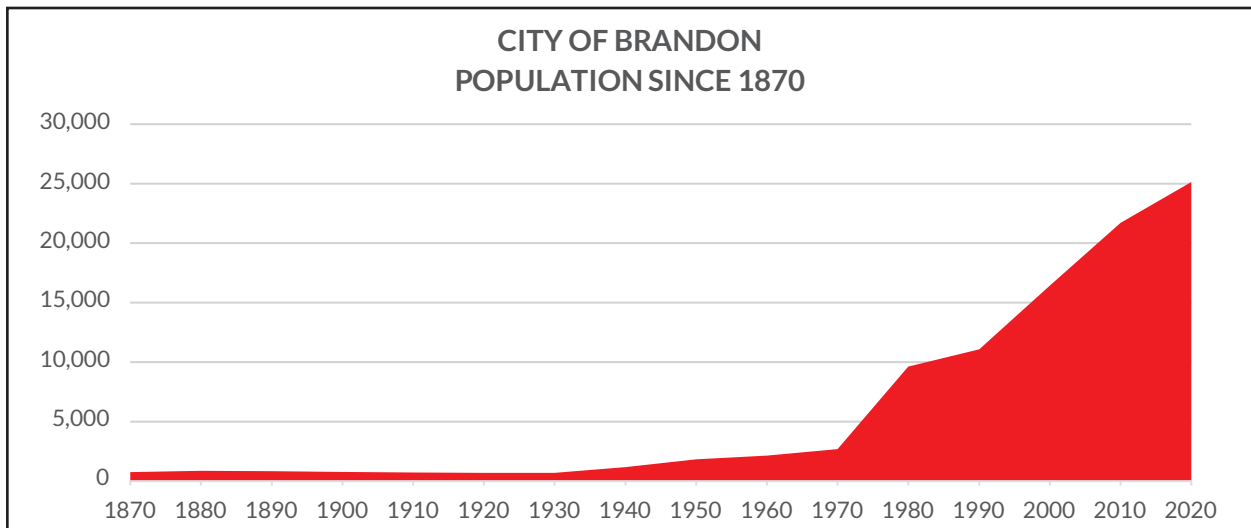
Also, to make the plan more accessible to the public, this Plan, as well as its draft versions, was developed in an electronic format that integrates an interactive GIS map viewer and can easily be viewed from the City’s website. The public was invited to comment on the draft version of this Plan in its online format prior to adoption.



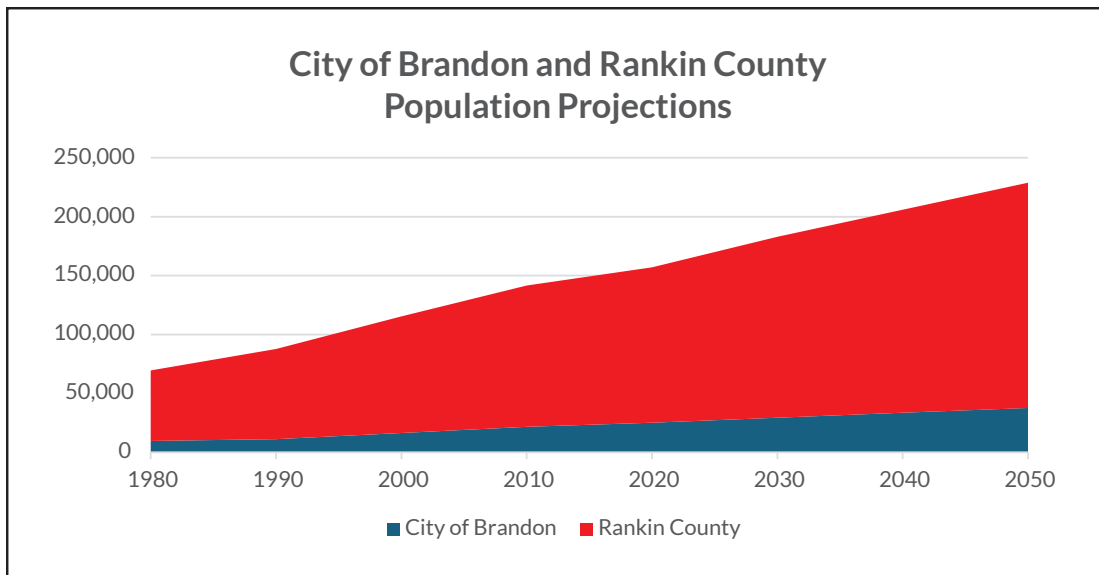
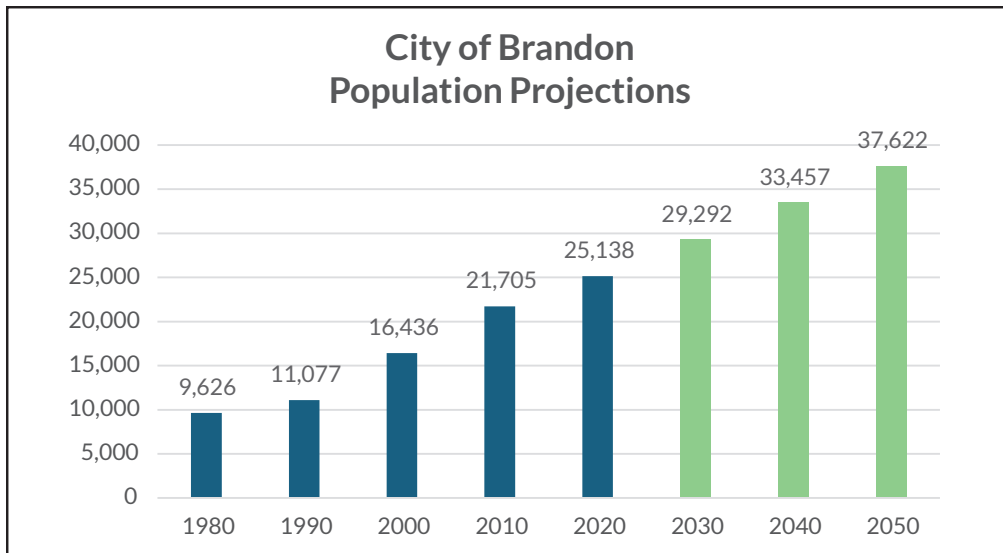
CHAPTER TWO: POPULATION PROJECTIONS AND DEMOGRAPHICS



The City of Brandon has seen a dramatic increase in population over the past 50 years. Historically the City's population was generally steady in the late 1800s to 1930, when the population began to increase. The population began to climb rapidly in 1970 and has not reversed or even slowed down since that time. In recent decades, the City's rate of growth has averaged 27% per decade, and has nearly tripled its population since 1980.



Population projections for ten-year increments from 2020 to 2050, while not an exact estimate, serve to anticipate demand on the City’s lands, transportation network, and community infrastructure and facilities. There are multiple models or methodologies for projecting population; however, this Plan only uses two such models: Linear Regression and Proportional Share. Linear regression is a model based first on historical population trends that is then drawn into the future. A proportional share model considers the City’s portion or percentage of the overall population in Rankin County. The projections do not assume that growth will be confined to within the city limits. Naturally, as the city grows, the geographic area considered to be part of the city will grow. Using historic data allows for the inclusion previous of annexation activities to influence the projection.



Source: U.S. Census Bureau and CMPDD



Demographic and Income Profile

Brandon City, MS
 Brandon City, MS (2808300)
 Geography: Place

Prepared by CMPDD

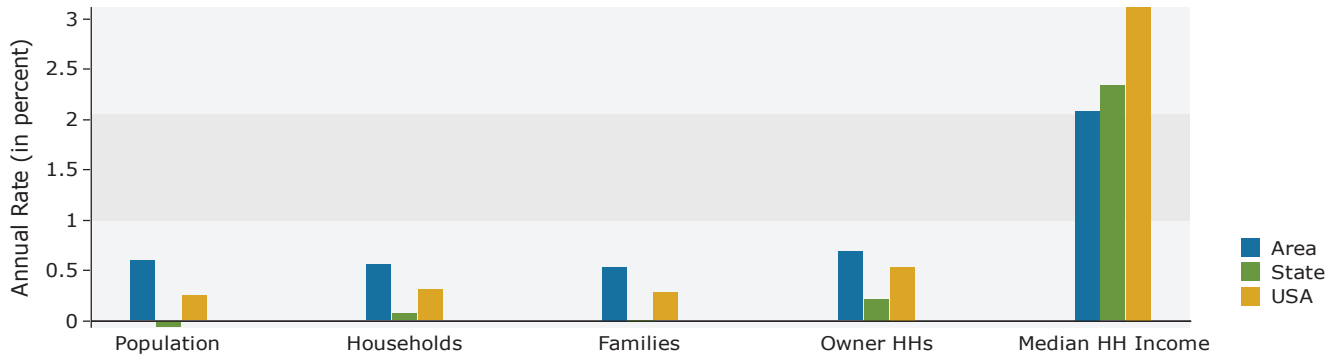
Summary	Census 2010		Census 2020		2022	2027		
Population	21,625		25,138		25,606	26,386		
Households	8,370		9,732		9,955	10,236		
Families	6,155		-		7,094	7,283		
Average Household Size	2.57		2.52		2.54	2.54		
Owner Occupied Housing Units	6,485		-		7,950	8,230		
Renter Occupied Housing Units	1,883		-		2,006	2,006		
Median Age	37.6		-		39.7	39.9		
Trends: 2022-2027 Annual Rate	Area		State		National			
Population	0.60%		-0.07%		0.25%			
Households	0.56%		0.07%		0.31%			
Families	0.53%		0.01%		0.28%			
Owner HHs	0.69%		0.22%		0.53%			
Median Household Income	2.09%		2.34%		3.12%			
Households by Income			2022	2027				
			Number	Percent	Number	Percent		
<\$15,000			366	3.7%	268	2.6%		
\$15,000 - \$24,999			782	7.9%	636	6.2%		
\$25,000 - \$34,999			629	6.3%	610	6.0%		
\$35,000 - \$49,999			918	9.2%	863	8.4%		
\$50,000 - \$74,999			2,095	21.0%	1,999	19.5%		
\$75,000 - \$99,999			1,651	16.6%	1,506	14.7%		
\$100,000 - \$149,999			1,896	19.0%	2,238	21.9%		
\$150,000 - \$199,999			864	8.7%	1,262	12.3%		
\$200,000+			754	7.6%	853	8.3%		
Median Household Income			\$77,100		\$85,499			
Average Household Income			\$102,191		\$115,265			
Per Capita Income			\$40,084		\$45,119			
Population by Age	Census 2010		2022		2027			
	Number	Percent	Number	Percent	Number	Percent		
0 - 4	1,536	7.1%	1,562	6.1%	1,596	6.0%		
5 - 9	1,628	7.5%	1,667	6.5%	1,690	6.4%		
10 - 14	1,538	7.1%	1,691	6.6%	1,758	6.7%		
15 - 19	1,376	6.4%	1,620	6.3%	1,578	6.0%		
20 - 24	1,068	4.9%	1,471	5.7%	1,412	5.4%		
25 - 34	2,848	13.2%	3,235	12.6%	3,412	12.9%		
35 - 44	2,998	13.9%	3,382	13.2%	3,471	13.2%		
45 - 54	2,972	13.7%	3,161	12.3%	3,328	12.6%		
55 - 64	2,785	12.9%	3,109	12.1%	2,905	11.0%		
65 - 74	1,657	7.7%	2,830	11.1%	2,872	10.9%		
75 - 84	927	4.3%	1,409	5.5%	1,821	6.9%		
85+	290	1.3%	469	1.8%	542	2.1%		
Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	17,198	79.5%	18,655	74.2%	18,738	73.2%	18,990	72.0%
Black Alone	3,860	17.8%	5,064	20.1%	5,323	20.8%	5,661	21.5%
American Indian Alone	36	0.2%	67	0.3%	64	0.2%	68	0.3%
Asian Alone	217	1.0%	236	0.9%	250	1.0%	273	1.0%
Pacific Islander Alone	13	0.1%	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	120	0.6%	220	0.9%	248	1.0%	266	1.0%
Two or More Races	181	0.8%	894	3.6%	982	3.8%	1,126	4.3%
Hispanic Origin (Any Race)	360	1.7%	535	2.1%	576	2.2%	596	2.3%

Data Note: Income is expressed in current dollars.

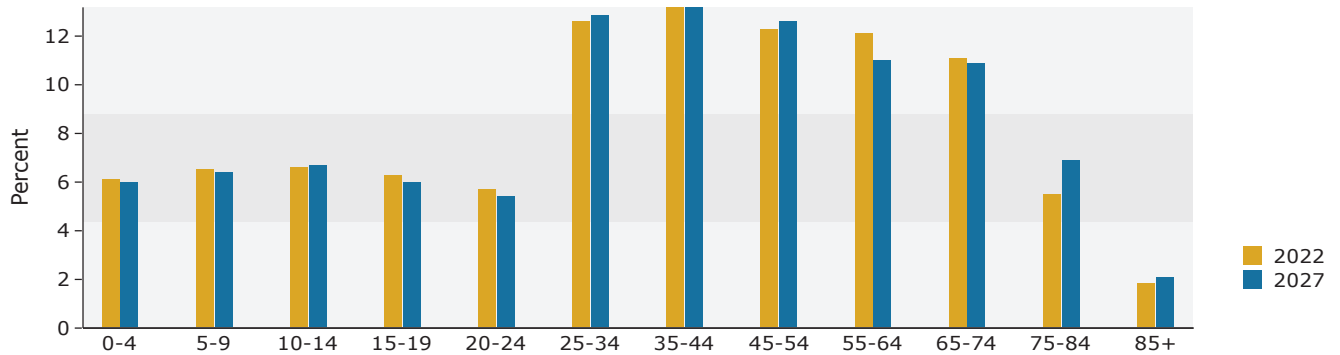
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

August 26, 2022

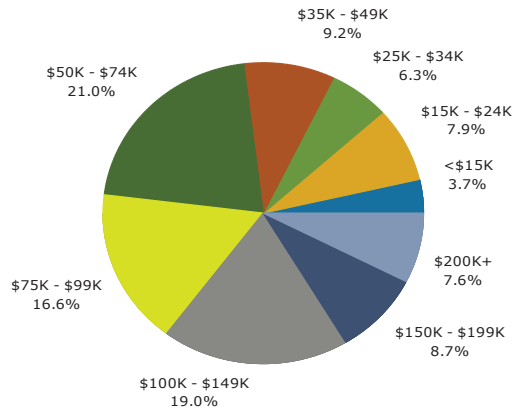
Trends 2022-2027



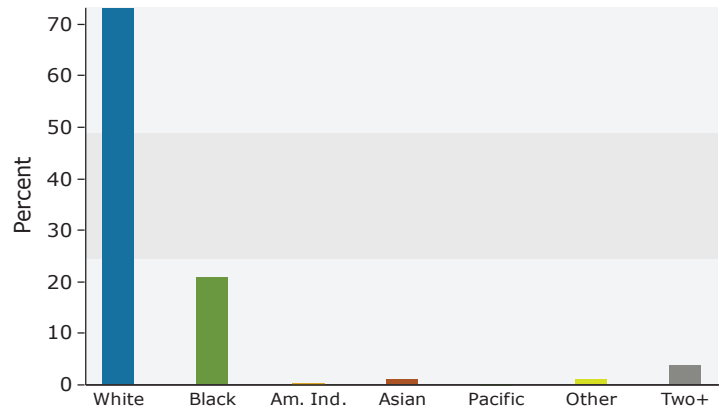
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 2.2%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



CHAPTER THREE: ECONOMIC DEVELOPMENT

3

GOALS AND OBJECTIVES



GOAL: To ensure a healthy, safe and convenient place to live and work, and to provide a pleasant and attractive atmosphere for living, shopping, recreation, civic and cultural, and service functions.

- **OBJECTIVE:** Utilize land development policies to ensure future development is in the best interest of the City and its citizens.
- **OBJECTIVE:** Continue to support redevelopment and investment in the City's unique and appealing downtown environment.



GOAL: To retain and expand existing businesses located within Brandon, and to attract new businesses to the City that complement existing businesses and the meet the needs of the community.

- OBJECTIVE: Foster a business friendly environment and facilitate the recruitment and retention of business and industry in the City and partner with business organizations such as Brandon Main Street and Rankin First.
- OBJECTIVE: Partner with businesses and industry to fund necessary infrastructure improvements through available grants, loans, or funding strategies such as Tax Increment Financing.
- OBJECTIVE: Maintain a diverse business mix to provide services and employment opportunities to all citizens of the City of Brandon.
- OBJECTIVE: Encourage the reuse and reinvestment in vacant commercial facilities to encourage efficient commercial growth and prevent declining property values.

GOAL: To utilize tourism as an economic driver.

- OBJECTIVE: Continue to promote the City in local and regional marketing outlets as a destination.
- OBJECTIVE: Encourage visitors and spectators to dine, shop, and stay in Brandon when participating in or attending events at the Brandon Amphitheater or at the one of the City's recreational facilities.

GOAL: Promote new industrial development.

- OBJECTIVE: Continue to provide well-located sites adequately served by highways, railroads, utilities and services for new industrial development.

GOAL: Encourage the provision of quality educational opportunities for all students.

- OBJECTIVE: Continue to support the Rankin County School District and all schools within the City in the growth of educational opportunities for children.

GOAL: Encourage an adequate housing supply that meets all needs.

- OBJECTIVE: To provide a mix of residential densities in the City of Brandon to suit different needs and markets, ranging from patio homes to large lot estates.
- OBJECTIVE: To maintain and enforce land development regulations, specifically the Land Use Plan, Zoning Ordinance, and Subdivision Regulations, to ensure that the physical growth of the City supports the housing needs of all residents.





Economic development is the process and policies a government uses to improve the economic, political, and social well-being of its people. It creates conditions for economic growth and improved quality of life. While generally assumed to be the attraction and retention of employers within a given jurisdiction, economic development encompasses significantly more than just commercial and industrial development or jobs. Economic development activities in partnership with land development regulations help build a high-quality community where citizens can live, work, and play. This chapter will first inventory and analyze what is currently within the City, then it will set a vision of what is needed and desired for the future.

The economy of Brandon is extremely diverse, which allows for a mixture of employment opportunities, reinvestment of income, and provides the City with stability during economic downturns. A single-sector economy and one without a service or retail sector would allow investments and income to leave Brandon. Ideally, residents should be able to find gainful employment based on their skill or knowledge, housing that is affordable for their income, and the services to meet their needs without leaving the City.

The City’s economic development efforts are bearing fruit, as businesses and industries are locating in Brandon and residential construction and reinvestment is occurring at a rapid pace.

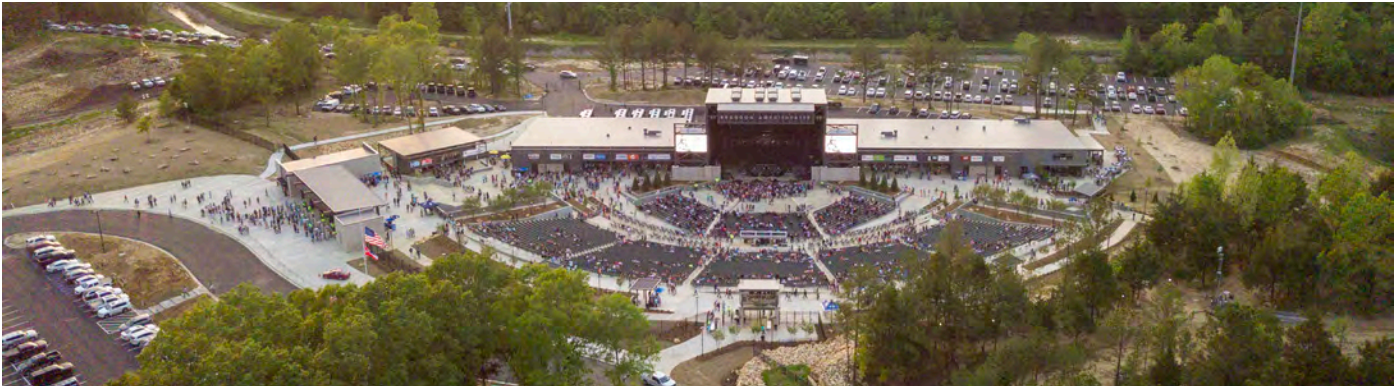
LABOR FORCE

In the perfect economy, a community’s labor force would be able to provide the labor necessary to fill all employment opportunities and there would be adequate opportunities within the community to provide employment for all. This would mean that the economy was so diverse that it provides employment opportunities for every skill level, from entry-level, trade skills to high-level, professional skills. Furthermore, the educational attainment of the labor force meets the needs of the employers.

A labor force is comprised of all individuals over the age of 16 that have or are actively seeking a job that are not serving in the military or are not institutionalized within a given jurisdiction. The U.S. Bureau of Labor Statistics tracks and reports on the labor force monthly. This data is an estimate and does not include the self-employed or those working for non-profit or religious organizations. However, this information is the most accurate source of labor data available. Brandon’s labor force and employed population have both increased from 2020 to 2023. The unemployment rate has dropped from 5.0 to 2.2.

City of Brandon	2020	2023
Labor Force	12,080	12,390
Employed	11,480	12,120
Unemployment Rate	5.0	2.2

SOURCE: Mississippi Department of Employment Security



A comparison of the City of Brandon’s labor force with surrounding municipalities of similar size indicates that the labor force of Brandon has remained one of the most employable in the region.

	2020				2023			
	City of Brandon	City of Clinton	City of Madison	City of Pearl	City of Brandon	City of Clinton	City of Madison	City of Pearl
Labor Force	12,080	11,940	12,680	12,370	12,390	12,200	13,010	12,590
Employed	11,480	11,270	12,080	11,640	12,120	11,900	12,730	12,290
Unemployment Rate	5.0	5.6	4.7	5.9	2.2	2.5	2.2	2.4

SOURCE: Mississippi Department of Employment Security

Educational attainment is also important to a strong labor force. According to the American Community Survey data from 2022, approximately 95% of City’s population over the age of 25 has at least a high school degree. Furthermore, 43% of the same population has a bachelor’s degree or higher. Nearly half of those with a bachelor’s degree or higher hold a graduate degree. In contrast, 86% of the State of Mississippi’s population over the age of 25 has at least a high school degree, and 24% has a bachelor’s degree or higher.

A labor force must have diversity in education and training as well, and Brandon’s has ample diversity. While nearly half of the labor forces have some college education, meaning an associate’s degree or higher, the labor force is not overeducated as the other half has a high school degree.

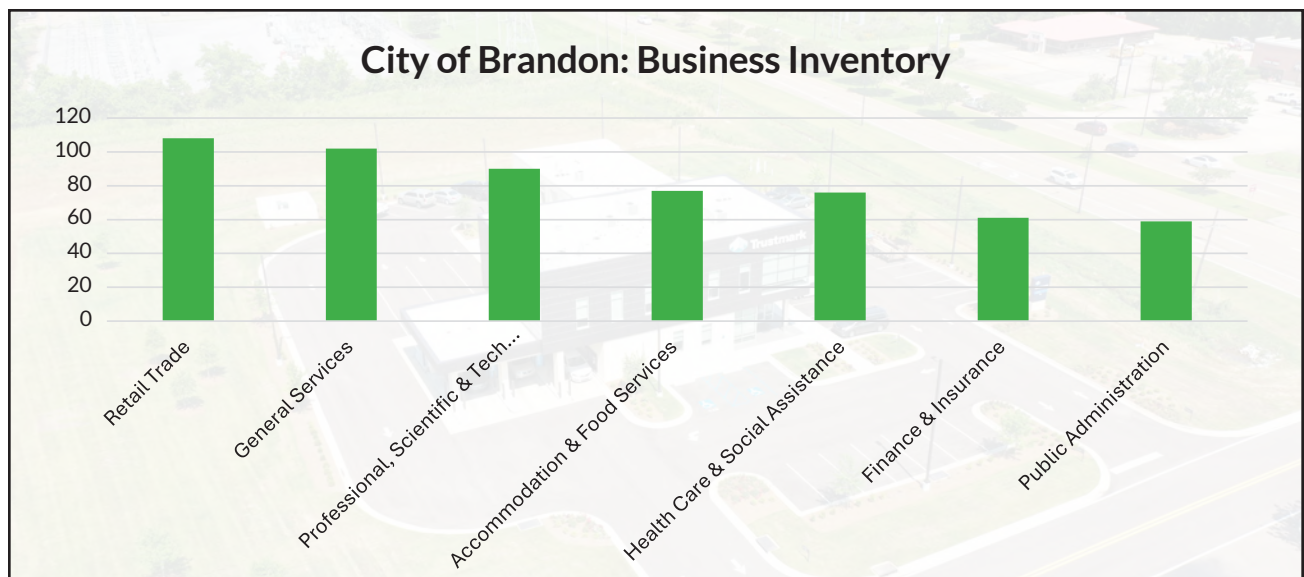
Residents of Brandon do commute outside of the City for employment, while others commute into the City for employment. Commuting patterns as analyzed by the U.S. Census Bureau address this issue. According to 2022 American Community Survey data, only 21% of the labor force in Brandon live and work in the City. The majority of the labor force that leaves the City for employment works within Rankin County. On average residents travel 25 minutes to their place of work. Based on this data, it is assumed that the majority of employers in the City are reliant on a labor force that commutes into Brandon. This suggests a slight, but not significant, imbalance in the labor force. Such an imbalance is expected in a suburban community, especially in an area within proximity of a cluster of state and federal government facilities.



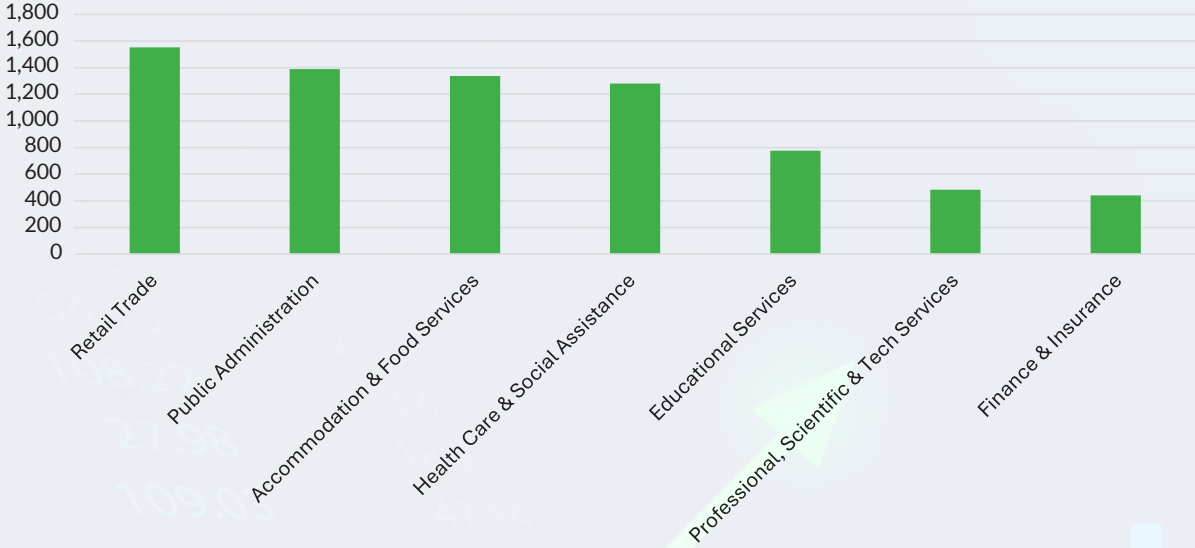
BUSINESS INVENTORY

An inventory of businesses operating in the City of Brandon was compiled from CMPDD, ESRI, and Axis Data to better understand the City’s economic composition. The retail business sector has the most establishments and accounts for the most employees in the City. Within the retail sector, there are three types of stores that have the most establishments: motor vehicle and parts dealers, food and beverage stores, and sporting goods, hobby, book and music stores. Motor vehicle and parts dealers account for the most employees as well.

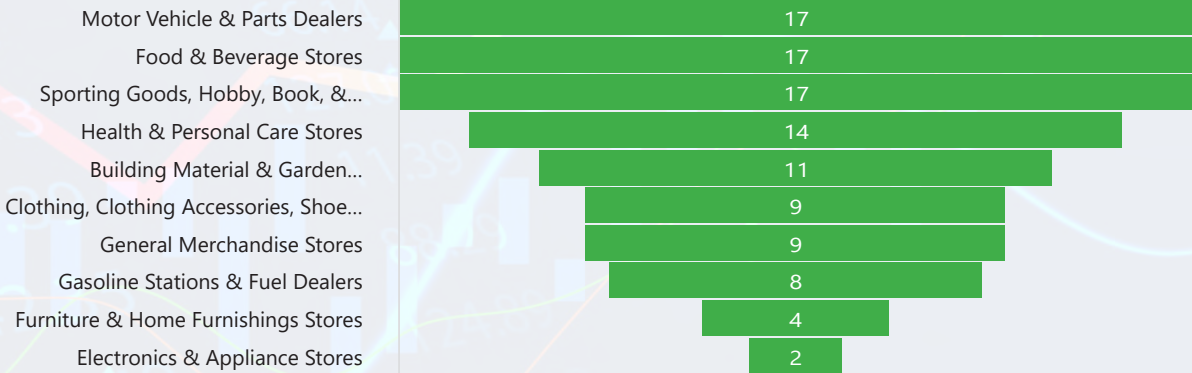
While the City’s retail and service sectors are strong, the limited number of industrial-related establishments may be viewed as a weakness. There are opportunities for growth in these sectors given the City’s provision of ample utility infrastructure, access to rail, air and interstate transportation, and availability of lands.



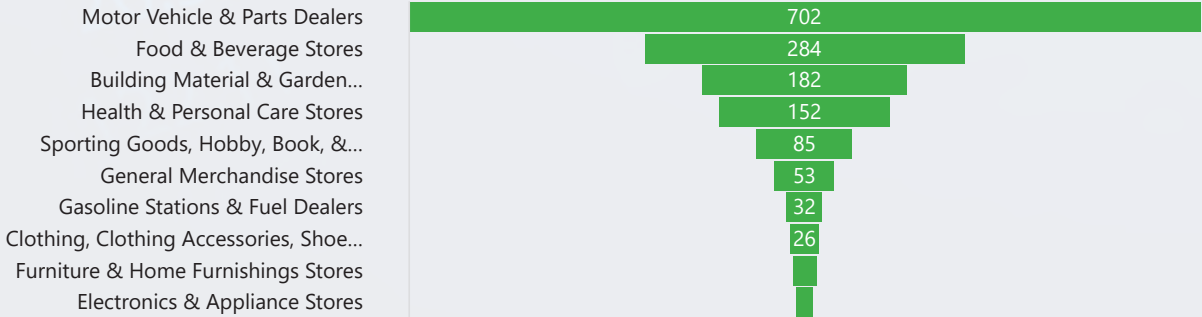
Employees by Industry Sector



Retail Sector by Type



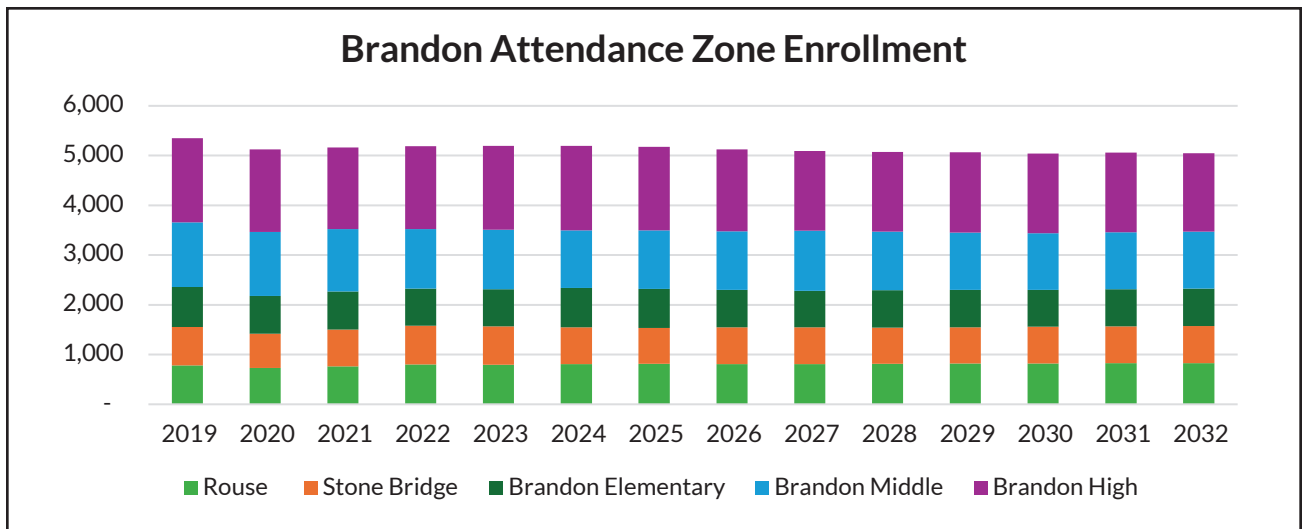
Employees by Retail Sector



EDUCATION

Residents of Brandon are served primarily by the schools within the Brandon Attendance Zone of the Rankin County School District for kindergarten – high school education. There are several private schools within 20 miles of the Brandon that also serves the residents of the community.

The Brandon Attendance Zone is comprised of five schools ranging from Pre-K through 12th grade with an enrollment of 5,188 for the 2022 – 2023 school year. As noted in the data below, school enrollment was directly impacted by COVID-19 and has not yet returned to its previous high enrollment years in 2019. In the 2022-2023 school year, the RSCD increased the number of Pre-Kindergarten classes in the Brandon Attendance Zone, which also impacted the overall enrollment reflected below. The RCSD is anticipating limited changes to its current enrollment over the next 10 years.



From 2018 – 2023, the RCSD completed renovations, expansions, and general improvements to its school facilities in each attendance zone. In the Brandon Attendance Zone, the following improvements were completed:

- Rouse: General Updates to Communications
- Stonebridge Elementary: 2 New Classrooms, Drainage Improvements
- Brandon Elementary: Electrical and Mechanical Improvements, Dining Room, and Traffic Flow.
- Brandon Middle: 15 New Classrooms, Fine Arts Facility, Cafeteria and Kitchen Improvements, Traffic Flow, and General Improvements.
- Brandon High: 24 New Classrooms, 6 Career Academies, PE Facility, and General Improvements.



HOUSING

The City of Brandon’s housing market continues to grow and expand, and additional demand is projected based on the population projections. Utilizing the population projections as discussed in Chapter Two and historic persons-per-household and occupied housing unit data from U.S. Census Bureau, a demand for additional housing units is noted. The following table projects population and housing needs for the City through 2050.

PROJECTED HOUSING UNITS CITY OF BRANDON 1990 - 2050

YEAR	OCCUPIED HOUSING UNITS	PERSONS PER OCCUPIED HOUSING UNIT	PROJECTED PERSONS PER OCCUPIED HOUSING UNIT	PROJECTED POPULATION	PROJECTED HOUSING NEED (IN DWELLING UNITS)	SURPLUS OR DEMAND OF UNITS
1990	3,875	2.84				
2000	6,279	2.57				
2010	8,427	2.49				
2020	9,732	2.71				
2030			2.65	29,292	11,054	(1,322)
2040			2.65	33,457	12,625	(1,571)
2050			2.65	37,622	14,197	(1,572)

Source: U.S. Census Bureau and Central Mississippi Planning and Development District.

Additionally, according to the U.S. Census, the City’s housing unit vacancy rate has hovered around 4 percent since 1990, which does not indicate an oversaturation of housing units. Furthermore, the number of new construction permits indicates a demand for new housing units within the City. In the period from 2021 to 2024, there were nearly 250 building

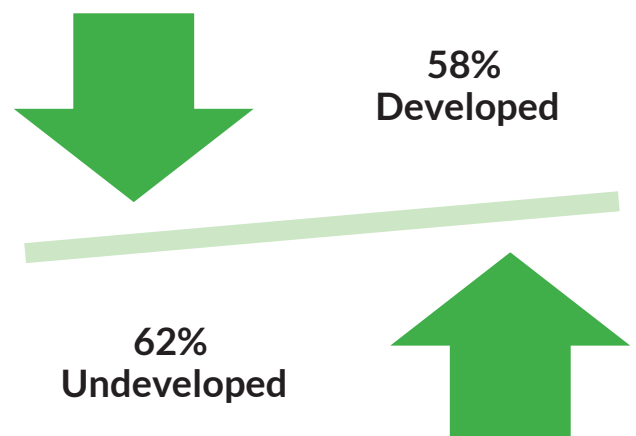
permits issued for the construction of single family, site-built homes in the City. On average, there are 61 new units added each year, which is a slightly slower pace than housing starts during previous decades. During the period of 1940 to 2019, there was an average of 127 housing units constructed each year. The most rapid growth of housing occurred during the decade from 2000 to 2009 with an average of 242 housing units constructed per year.

While the pace of new construction remains slower than during the high, the indication is that the market is maintaining pace with demand but is not oversaturated. Also, as the existing housing stock continues to age, it is likely that some units will be replaced by new construction and major renovations will increase. The current rate of growth will not meet the projected demand by 2050; however, the market will dictate the pace of growth as was the case in the early 2000's.



LAND

Availability of land for all types of development is a key driver of economic growth. Infill development and redevelopment play a vital role and should be encouraged as well. Downtown Brandon's resurgence since 2015 is noted as an example to model for reinvestment in the heart of the local government. However, the demand may not be compatible or a practical application for the properties available for redevelopment. Therefore, it is vital that a local government has developable land available for its economy to grow. A comparison of developed lands and undeveloped lands was completed to ensure that there is ample land to meet future development needs within each land use category.





Developed lands account for 58 percent of the City. Nearly all of the undeveloped lands are developable. Furthermore, there is an additional 13,450 acres of developable lands in the study area surrounding Brandon. When considered as a whole there are ample lands available in each category for development. Parks/open space, greenspace, water bodies, and public/semi-public lands are not included in this vacant land calculation as the preservation of such open lands is vital for a healthy community.

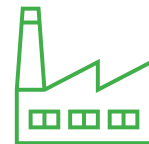
The Land Use Plan Map designates approximately 3,200 acres of vacant and developable land within the City for low, medium, and high-density residential development. Nearly all this land is classified for low-density development. Should the low-density lands in the incorporated City be developed at maximum density, an additional 8,629 housing units would be added without expanding the geography of Brandon or converting any lands from the agricultural or residential estate categories. Conversion of lands from lower density uses, i.e. agriculture and residential estate, to higher density uses, i.e. low or medium density, is likely to cause sprawl and overcrowding and should be avoided.



3,200 Acres for Housing



910 Acres for Commercial



760 Acres for Industrial

The City also has commercial and industrial lands available for development. While the redevelopment of existing commercial properties is strongly encouraged where feasible, it is equally important to ensure lands are available for new commercial and industrial investments. Brandon's location along Interstate 20, Class I Rail, and proximity to intermodal facilities is likely to attract industrial developments should appropriate lands be available.

By adopting a Comprehensive Plan, which includes a Land Use Plan, and enforcing the City's Zoning Ordinance, the City is positioned to guide future development. This prevents the overcrowding of lands, incompatible land use conflicts, and rapid growth or sprawl. Therefore, it is imperative to follow the growth pattern outlined in the Land Use Plan. The table below details the vacant and developable lands in each category of the Land Use Plan Map, which is included in this document.



City of Brandon Available Land by Category*

Land Use Plan 2024

Category	Vacant and Developable Acres	Percent of Total	Number of Housing Units
Agricultural	5,337	21%	3,558
Residential Estate**	13,303	52%	7,538
Low Density Residential**	3,384	13%	8,629
Medium Density Residential	1,234	5%	5,245
High Density Residential including Townhouse/Zero Lot	48	0.2%	245
Manufactured Home Residential	0	0%	-
Vertical Mixed Use	20	0.1%	
Low Intensity Commercial	199	0.8%	
General Commercial	617	2.4%	
High Intensity Commercial	73	0.3%	
Technical Industrial	383	1.5%	
Light Industrial	259	1.0%	
Heavy Industrial	117	0.5%	
Parks/Open Space	294	1.2%	
Greenspace	33	0.1%	
Public/Semi-Public	39	0.2%	
Special Use	37	0.2%	
TOTAL:	23,973		25,215

*Acres within the 100-year Floodplain have been excluded. Additionally, 15% of each category has been excluded to account for infrastructure, utilities, and other similar development related facilities.

CHAPTER FOUR: COMMUNITY FACILITIES

4



GOALS AND OBJECTIVES

Provide public facilities, including infrastructure, in a manner that is cost efficient, accessible, and convenient to the City's residents.

- Continue planning for maintenance, expansion of service, and upgrades to public facilities through the utilization of a Capital Improvement Program.
- Continue to invest in distribution/collection systems and capacity improvements to the existing water and wastewater networks and consider expansion of these systems in otherwise unserved or underserved areas of the City.

To develop and implement measures necessary for continuation of programs aimed at reducing the fire rating for the City of Brandon.

- To aggressively support the Brandon Fire Department's long and short range planning efforts, including constructing new stations in high growth areas that are outside of two-road-miles from an existing station.
- Continue to provide the Fire Department with adequate facilities and equipment to meet the needs of that Department and to ensure public safety.

To provide a law enforcement system that supports the continuation of the City's low crime rate.

- Continue to provide the Police Department with adequate facilities and equipment to meet the needs of that Department and to ensure public safety.

To develop parks and open space to ensure that the long-range recreational needs of the residents of Brandon are met.

- Continue to provide safe, well-maintained, and steadily improving facilities that promote activities for the physical and mental well-being of citizens of all ages.
- Continue to improve and expand the existing recreational facilities.

CITY HALL

Brandon City Hall, which sits on approximately 8 acres, is located along U.S. Highway 80 in a 60,000 square foot building that was purchased and renovated by the City in 2009. The property was originally constructed as a supermarket; therefore, it has more than adequate parking and offers the City ample space for growth.

City Hall houses the City Clerk's Office, Mayor's Office, Board of Aldermen's Board



Room, Department of Community Development, Utility Customer Service Office, and the City's Senior Center. The building also serves as a City-wide precinct for municipal elections and can host live events, such as concerts and community receptions and meals.

POLICE DEPARTMENT

The Police Department is located west of downtown Brandon at 1455 West Government Street, which is also U.S. Highway 80. The nearly 13,000 square foot station was constructed in 1995 and renovated in 2005. The City’s station has three holding cells but given the proximity to the Rankin



County Jail in downtown Brandon, only one is currently being utilized as such. The other two holding cells are used as evidence rooms. The existing station is nearing its capacity, and, with the projected growth of the City, additional space will be necessary in the future. An addition to the existing station or construction of a new station around the City Hall complex are both feasible options. The existing station does not have a signaled entrance from U.S. Highway 80, which is problematic on occasions. An emergency signal controlled by dispatch or in-car switch should be considered to eliminate delays when leaving the station traveling west.

The projected growth will also necessitate an increase in patrol officers, which will require additional equipment, administrative space, and patrol vehicles. While the department has begun utilizing camera technology to monitor traffic flow and help solve crime, the network of cameras is not yet built out. Additional cameras are needed around the City. Furthermore, there is a need for more modern, computer based systems in each existing patrol car as well as any future fleet vehicles. Access to remote cameras, recording and streaming of in-vehicle cameras, filing reports, and conducting searches from the patrol vehicle is vital to ensuring the City remains one of the safest cities in the State. The City has also begun exploring the possibility of electric vehicles for administrative staff, which may reduce fuel costs for the City.

Additionally, the Brandon Police Department is also in need of an armored vehicle to provide better coverage for SWAT encounters, more modernized weapons and armor, and a training facility with an indoor classroom and firing range. The training center could be a shared location and facility with the Brandon Fire Department.

FIRE DEPARTMENT

The City of Brandon Fire Department is a Class Four department with 50 professional firefighters operating from six fire stations as listed below.

FIRE STATION	LOCATION	YEAR BUILT	SQUARE FOOTAGE
1	629 Marquette Road	1997	4,960
2	6577 Grants Ferry Road	2016	5,728
3	147 Kennedy Farm Parkway	2016	5,728
4	1058 Star Road	2016	5,728
5	16 Woodgate Drive	1978	3,988
6	213 Poindexter Street	1966	2,852

To improve the City's fire rating, an additional 25 full-time firefighters are needed. While the existing facilities are currently adequate to serve the existing Department, Stations 1, 5, and 6 will require renovations to accommodate additional personnel and equipment. Station 1 serves as the Brandon Fire Department's Headquarters and houses the department's administrative offices. Renovations at Station 1 include additional office space, a conference/training room, and sleeping quarters for personnel assigned to the Station. Additionally, the City anticipates the location of a ladder truck within the station in the future; therefore, the engine bays must be expanded to accommodate larger apparatus. Station 5 needs to be renovated to house a ladder, engine and rescue truck as well as housing space for up to ten (10) personnel per shift. Improvements to the City's oldest station, Station 6, include housing space for additional crews.

Growth within Brandon, and any annexations, will necessitate the purchase of additional apparatus and personnel to staff those new pieces. It will likely necessitate the construction of additional fire stations

on the east and south sides of the City to ensure commercial areas are within 1.5 miles and built-up residential areas are within 2 miles of a station. The City's fleet of fire fighting vehicles is well maintained; however, as the fleet ages, replacement apparatus should be purchased based on the current and projected needs of the City.

Brandon's residents and businesses would benefit significantly from further improvements to the fire rating to Class Three. According to the Mississippi State Rating Bureau, the City should work toward the following: continue to increase the capacity and flow of the water distribution system, install additional hydrants, maintain annual inspection and operation program for gate valves and hydrants through a digital inventory, maintain a training program and construct a training facility for continuing education for firefighters, increase fire inspectors and adopt/implement the latest fire prevention code, and hire additional fire investigators and certified emergency dispatchers. It is possible that the Brandon's Police Department and Fire Department could share a training facility with indoor classrooms.





PARKS AND RECREATION

The Mississippi Statewide Comprehensive Outdoor Recreation Plan (SCORP) 2019-2024, Ensuring Mississippi's Outdoor Legacy, reports the results of surveys conducted of outdoor recreation providers and citizens. The survey results show that local parks are the most used recreational facilities. Local parks account for 32% usage as opposed to state parks (22%) and national parks (21%). The survey results also report that most respondents said they would walk to a park within 10 miles of their residence. Statewide, unsafe conditions was the most common reason for not walking to a park. Of the citizen survey results, the highest demand for recreational facilities were trails for hiking, camping facilities, kayaking, picnicking, events and festivals, shoreline fishing, and walking, jogging or running paths. The City of Brandon is able to offer many of the facilities requested within a feasible walking distance for many residents.

Neighborhood Parks

The City of Brandon has five (5) neighborhood parks, which are less than 7 acres and serve the residents of the area immediately surrounding each park. The

facilities and amenities of each park vary, but generally there is a multi-purpose open space, a walking path, and a playground. The City recently installed new signage at each park and works diligently to maintain these parks for its citizens. Future improvements to these parks include additional play equipment, resurfaced trails and paths, and renovations to any tables or structures.

- Sunset Park
- Ponderosa Park
- Diamond St Park
- Bill Vance Park
- Crimson Lane

Community Parks

City Park, a 15-acre park, is located along U.S. Highway 80 near City Hall, Brandon Police Station, and the City's Library branch. This park includes seven regulation sized tennis courts, three junior courts, a walking trail, pavilions, and a large playground. City Park is also along the newly constructed multipurpose path connecting the Crossgates neighborhood with the Park and Library. In the past year, the City has completed the following upgrades to City Park: installation of new rubber mats under the playground, a new slide, new



landscaping, a new bridge, and signage. Additionally, the City has plans to renovate the three junior courts to accommodate two pickleball courts, improvements to the walking trail, and pavilions. Long term plans include developing a regional tennis facility by acquiring additional property and constructing more regulation-sized tennis courts and upgrading all lighting in the Park.

Regional Parks

Shiloh Park

Shiloh Park, located on the City's east side, is a regional park that offers a multitude of activities for citizens of Brandon and surrounding communities. The Park is approximately 135 acres, which includes an undeveloped 18 acres on the southeast corner along Kennedy Farms Parkway. Amenities and facilities in Shiloh Park include: a splash pad, 4 pickleball courts, 17 baseball/softball fields, 10 soccer fields, a multipurpose field, a one-mile walking track, 7 concession stands, and 3 playgrounds.

Shiloh Park is a frequent host to regional and state baseball, softball, and soccer tournaments as it is one of the largest in the central region of Mississippi. Tournaments of this scale draw significant crowds to the City.

The Park is also home to numerous thriving recreational leagues and a frequent stop for those seeking safe areas to walk or run.

The Park was last renovated in 2015, and, this fall, the City intends on expanding the pickleball courts to 6 and adding improved surface parking. Improvements for the near future include renovations to four ball fields, upgraded lighting, renovations to at least one older concession stand, soccer field expansions including parking and a concession stand, and access to the multi-use path along Kennedy Farms Parkway. Long term improvements include constructing a new splash pad and repurposing the existing facility for a pickleball complex, renovations to the remaining fields, and renovations to all remaining concession stands to include 3-phase electrical power and equipment.

The Quarry Park

Located on the west side of Brandon in an abandoned quarry site, The Quarry Park is the City's newest and largest park. The City began acquiring the property for The Quarry in 2015 and has continued to acquire contiguous property resulting in a nearly 300-acre park. The property's previous use as a quarry left the site largely



undevelopable with numerous ponds and rapid elevation changes, but the City capitalized on these unique features in its reuse of the property. While the Quarry does include 6 turfed baseball fields, The Quarry's offerings are as unique as its landscape.

The Brandon Amphitheater, which can accommodate up to 8,300 attendees, was constructed in 2015 and is the cornerstone of Quarry Park. The Amphitheater has flexible seating, designated box seating, video walls, concession and beverage kiosks, and a VIP club for sponsors and box seat holders. In a typical season, it will host 16 to 20 shows or concerts and is used for numerous community events during the off-season. Brandon Jubilee Day, Krewe de Roux: Gumbo Cook-Off and Car Show, Freedom Fest, and Magic of Lights are just

a few community events that are held each year at the Amphitheater.

Another key facility within The Quarry is its multi-purpose trails, which can be used for cross-country running/walking or mountain biking. Several trails are natural surface with limited improvements generally used by the mountain biking community. Some trails have crushed limestone footing and are used by walkers and joggers, as well as bikers. A new set of trails recently opened for cross country running and are used by local high schools. During the holiday season, the improved trails are used as the driving path for the Magic of Lights show.

The baseball complex has 6 turfed fields, three concession stands, and approximately 800 paved parking spaces. These fields feature sodded outfields, brick backstops, and shaded, stadium style seating around

home plate. The fields at The Quarry are frequently used for baseball tournaments in the 12 and under age groups.

Future improvements to The Quarry vary from short-term to long-term but all are focused on maintaining and improving upon this unique facility. The City is actively working to expand and improve the existing trail network. Creating new trails on recently acquired property, connecting existing trails to future multi-purpose paths to provide city-wide transportation alternatives, and improving signage are short-term plans of the City. Ultimately, there would be an asphalt trail that could also serve as the driving path for the Magic of Lights event, a 10K trail run path, and a marathon distance path. The City also desires to expand the baseball complex by two additional fields, one of each end of the existing fields, as well as a new group of fields across Marquette Road for older ages. These fields would have a concession stand and share similar design features to the current set.

Senior Center

The Brandon Senior Center is currently located within the City Hall complex off U.S. Highway 80 and provides a variety of activities residents over the age of 55. On average, the City has 175 participants per day. Seniors may participate in activities such as coffee socials, Bible study, exercise or functional fitness classes, line dancing, bridge and dominoes, art and music classes,

and foreign language classes. Special events such as bingo, pizza parties, and movie day are also hosted.

Ideally, the Senior Center would be moved into a stand-alone space with a full kitchen, which is not currently available, for meal service. Such a space would also provide specific spaces for the Center's activities without using shared or split space. Additionally, the space currently occupied by the Senior Center could be rented for public or private community events.

Future Facilities

In addition to the individual facility improvements listed previously, the City envisions constructing an indoor sports complex. An indoor complex would expand, not duplicate, the City's existing facilities. The facility would have at minimum a multi-sport court space for basketball, volleyball, and pickleball as well as a full-service concession stand and meeting space. Additional amenities may include an indoor walking track, sport simulators, climbing/obstacle course, and dedicated space for physical therapy and trainer areas during tournaments. The exact location of the indoor sports complex has not yet been determined; however, a logical location would be within the boundaries of The Quarry Park. It is anticipated that the complex would be approximately 100,000 square feet.



PUBLIC INFRASTRUCTURE AND UTILITIES

The Public Works Department operates out of a facility located at 401 North Street, which includes a materials storage yard and a 7,000 square foot building. While this facility is adequate for the current employees, the 30-year-old space has not been renovated since constructed and needs general improvements. The City has plans to begin renovations in 2025 on the building, specifically for doors, roof, and insulation systems. It is possible to expand the building within its current location; however, it would decrease the amount of material storage space available. One significant benefit to this joint facility is the City's ability to maintain a surplus of materials and supplies for emergency repairs.

Water Supply

The City of Brandon provides water throughout the City with the exception of areas served by Langford and Taylorsville Water Associations on the northern side. These areas were previously served by the named water associations prior to the City annexing the areas; therefore, those systems continue to provide water. Conversely, the City provides water to several subdivisions beyond its corporate boundary as the developments fall within Brandon's certificated area of service.

Brandon's system is composed of seven water tanks and ten water wells with one additional well under construction. The total storage capacity of the City's tanks is 2.4 million gallons. The oldest tank in the City was constructed in 1968 and the newest two were constructed in 2021. The tanks have been well maintained and continue to serve the City well. The City's water wells are generally older than its tanks with the newest being added in 2018. The two most prolific wells pump 976 gallons per minute, while the oldest well is also the least producing (299 gallons per minute). There is adequate water capacity to serve current demands; however, the City is anticipating the need to decommission the oldest tank and adding three additional tanks across the City to support anticipated growth.

The well under construction is located in the northeast corner of the City and will serve new development along the Grants Ferry Parkway. It is anticipated that a tank will be added to this location as well. Additional well locations include the MS Highway 18 and Marquette Road corridor, near BFD Station 4 on Star Brandon Road, Hebron Hill area, and along Shiloh Road. Additional tanks will be needed in the MS Highway 18 and Marquette Road area and on Hebron Hill. With the addition of these wells and tanks, the City estimates that there will be adequate





capacity and flows to provide water service any new residential, commercial or industrial development that occurs.

Regarding the water distribution network, the City replaced all water meters in 2018, and has begun line replacement in areas with older pipes. The greatest concern in the distribution system is the age, condition, and material of the existing pipe rather than capacity. In a few areas, larger mains may be needed if significant growth occurs.

Sewage Disposal

Sewer service is provided to the majority of the City and few areas within the City's certificated water service area beyond its corporate boundaries. Through a partnership with West Rankin Utility Authority, the wastewater is sent from the City's collection system to the WRUA's Wastewater Treatment Facility. The WRUA facility is in Richland and became operational in September 2021. The recently constructed facility serves Brandon, Richland, Pearl, Flowood, and several non-municipal agencies in the area, and has adequate capacity for future growth in the City. While the treatment system is adequate, future growth will likely demand that the City construct a larger interceptor that flows to the WRUA treatment plant. Similarly, the main line servicing the eastern portion of the City will be inadequate to

support the anticipated growth in that area. A second 18" interceptor following the path of the original main will become necessary.

To reduce the City's flows to WRUA and increase capacity within its interceptor, there is an ongoing rehabilitation program designed to reduce infiltration and inflow issues. Following a testing protocol to identify the most troublesome locations, the City is deploying resources to repair or replace lines in the most cost-effective manner depending on conditions.

Stormwater Management

The City's existing stormwater management system, which includes stormwater drains, ditches and creeks, and retention and detention ponds, is effectively removing stormwater. On few occasions, the system has been inundated with flash flood type rains that has caused substantial backup and on-roadway ponding, which may have been expounded by clogged drains or overgrowth in ditches. The City works diligently to ensure the drains and ditches remain free of obstructions; however, these items do create clogs from time to time. A formal inventory and assessment of the system is under development, which will allow the City to better track maintenance activities and anticipate where future improvements will be needed.

As future development occurs, the City will need to expand its stormwater management system and consider adoption of stricter standards for development in or near floodplains, especially within the floodway. Consideration should be given to regional retention and/or detention systems that serve multiple developments in a single system. The adoption and enforcement of policies and regulations to

protect from unmitigated runoff should be considered as well. Addressing the amount of impervious surface, creation of runoff, on-site stormwater mitigation, elevation requirements, and development restrictions are all common policies that the City may consider.

PRIVATE INFRASTRUCTURE AND UTILITIES

The City of Brandon is served by numerous private utility companies for natural gas, electricity, and telecommunication networks. As such, the City is not directly responsible for the provision or maintenance of these systems. However, consideration must be given to these systems when new developments are proposed.

The City is served by Atmos Energy Corporation and CenterPoint Energy Resources for natural gas. These systems are well-maintained and have adequate supply capacity for future development. New distribution lines will be necessary in any development and the City should closely monitor the placement of such lines to prevent future infrastructure conflicts.

Electric power is provided by Entergy

Mississippi and Southern Pine Electric. The City of Brandon’s demand for electricity may exceed these providers’ current supply. Additional transmission lines and electrical supply will be necessary, especially on the eastern side of the City. This potential shortage could be addressed through a joint effort between the electric providers and the City.

Telecommunication infrastructure has rapidly increased in recent years. In addition to landline telephone service and cable television lines, numerous providers are installing fiber optic lines for high speed internet service. Most properties in Brandon are served by multiple fiber internet companies. While the deployment of reliable, fast internet is beneficial, the City has noted conflicting interests within the public right-of-way, and, in some cases, have found the right-of-way to be deemed “full” of private utilities. It is imperative that shared conduit or duct banks are installed and utilized to minimize the repetitive damage to yards and other infrastructure from running new provider lines. Such a policy would also reduce utility location requirements and prevent damage to critical infrastructure.





CHAPTER FIVE: TRANSPORTATION PLAN

5

GOALS AND OBJECTIVES

Provide an efficient and a safe street system which meets the travel demands of motorists by implementing traffic operational improvements and major street projects, such as widening of thoroughfares and construction of new streets where needed.

- Improve traffic flow, vehicular accessibility, and circulation while reducing traffic congestion and accidents by building on and upgrading existing roadway resources and to add new roads to accommodate expected future development and increased traffic.

Incorporate alternate transportation elements into developments and transportation plans initiated by private developers and the City.

- Promote bicycling and walking as healthy, convenient, and cost-effective alternative to motor vehicle transport through the establishment of a bicycle and pedestrian facility network that increases accessibility for users to schools, parks, commercial areas, and transportation centers.
- To integrate bikeway and pedestrian facilities into the design of new roadway construction and proposed roadway widening.



The purpose of the Transportation Plan is to establish policies which guide the delivery of a safe and efficient multi-modal transportation system. The City of Brandon's Transportation Plan coordinates local transportation planning with the long-range planning efforts of CMPDD's Metropolitan Planning Organization (MPO) and the mobility strategies of Rankin County and surrounding local municipalities. The CMPDD is designated by the Governor of Mississippi as the MPO, which places responsibility for coordinating a federally mandated transportation planning process for the Jackson Urbanized Area. One of the responsibilities of the CMPDD as the MPO is the development and maintenance of an area-wide transportation plan. Rankin County and municipalities within the County, as members of the CMPDD's Metropolitan Planning Organization Policy Committee, have and will continue to incorporate the local Transportation Plans into the MPO's Metropolitan Transportation Plan.

The City's transportation network connects people to their homes, jobs, schools, natural and cultural resources,

recreation, and other important places. From the City's perspective, the transportation system should work in conjunction with Rankin County and other municipalities to provide a county-wide mobility network with consideration given to both transportation policies and land use development policies.

The City of Brandon recognizes the important relationship between land uses and transportation. Various community activities such as retail center, employment hubs, schools, and high density residential development generate large amounts of traffic. However, it is also true that the construction of major streets will create pressure for more intensive types of development. If designed properly, major traffic arteries connecting focal points or community activities will have better traffic flow and fewer accidents without passing through residential areas. The Land Use Plan is valuable in helping make determinations between land uses and traffic routes; therefore, the Transportation Plan was developed concurrently with the Land Use Plan.

EXISTING TRANSPORTATION NETWORK

The existing conditions of the transportation network were studied and served as the foundation of this Transportation Plan recommendations. The conditions analyzed included functional classifications, traffic volumes in terms of annual average daily traffic counts, multi-modal facilities, and safety via accident data.

Functional Classification

Functional classification is the process by which roads and highways are categorized according to the type of service they provide. It represents the function of a roadway based on several factors including the transportation service provided (e.g. degree of mobility) and the relationship to adjacent land uses (e.g. degree of access). Functional classification is used in transportation planning, roadway design, and the allocation of federal roadway improvement funds. It was introduced by the Federal Highway Administration in the late 1960s which developed federal guidelines for local government and planning organizations to use in maintaining the functional classification system in their own jurisdictions. As the MPO, CMPDD maintains the functional classification

system of roadways within its planning boundary through coordination with local cities, counties, and the MS Department of Transportation.

A general description of the Functional Classification System is found below.

Interstates

Interstates are designed and constructed with mobility and long-distance travel in mind. The controlled access character of interstates results in high-lane capacities.

Existing Interstates:

Interstate 20

Principal Arterials

Principal arterials typically have the highest traffic volumes and are considered part of the National Highway System (NHS). These roadways are intended to connect economic centers of regional importance with one another, including major business concentrations to provide greater regional mobility.

Existing Principal Arterials:

MS Highway 18	MS Highway 471
U.S. Highway 80	Crossgates Blvd
East Metro Parkway	



Minor Arterials

Minor arterials place a priority on mobility and higher average travel speeds, while providing managed access to the local system.

Existing Minor Arterials:

Grants Ferry Parkway	Luckney Road
Old Brandon Road	College Street
Greenfield Road	MS Highway 468
Louis Wilson Drive	

Collectors

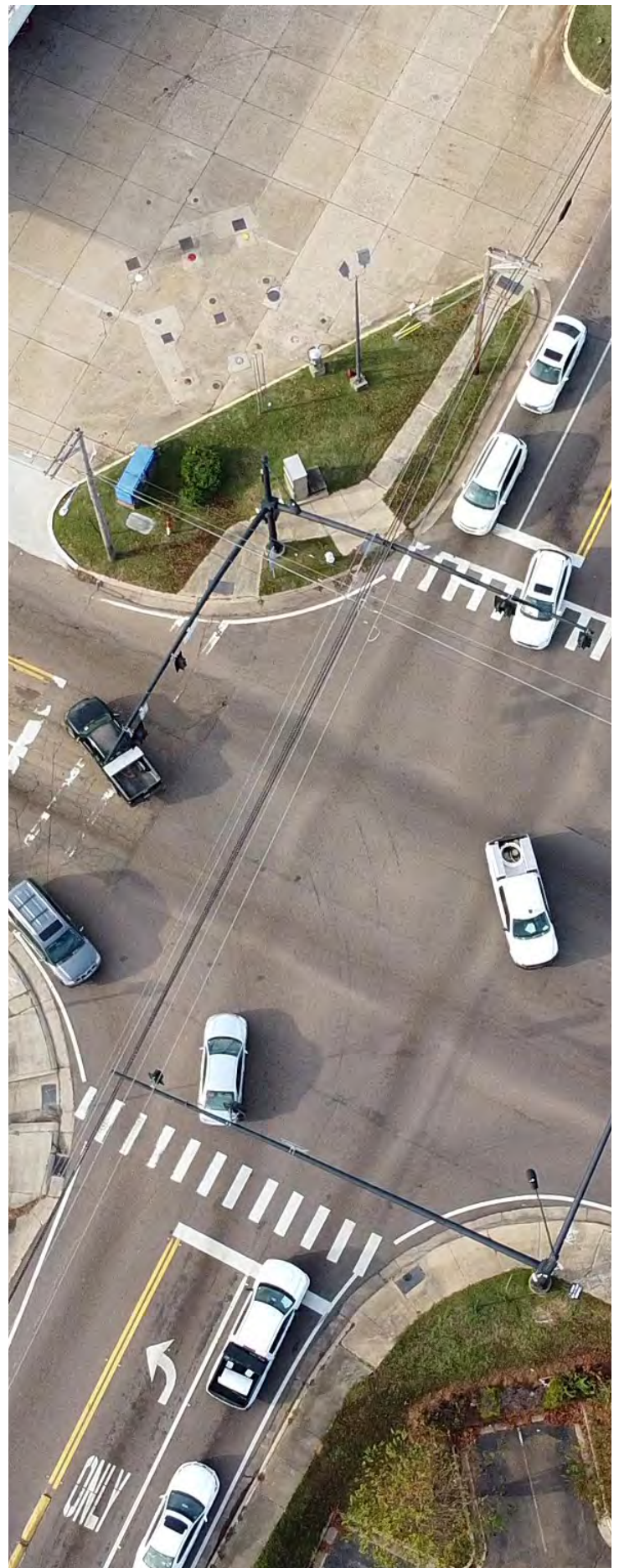
Collectors serve as intermediate feeders between arterials and local streets and primarily accommodate shorter trips. Since collector roads are not intended to accommodate long through trips, they are generally not continuous for any great length.

Existing Collector Roads:

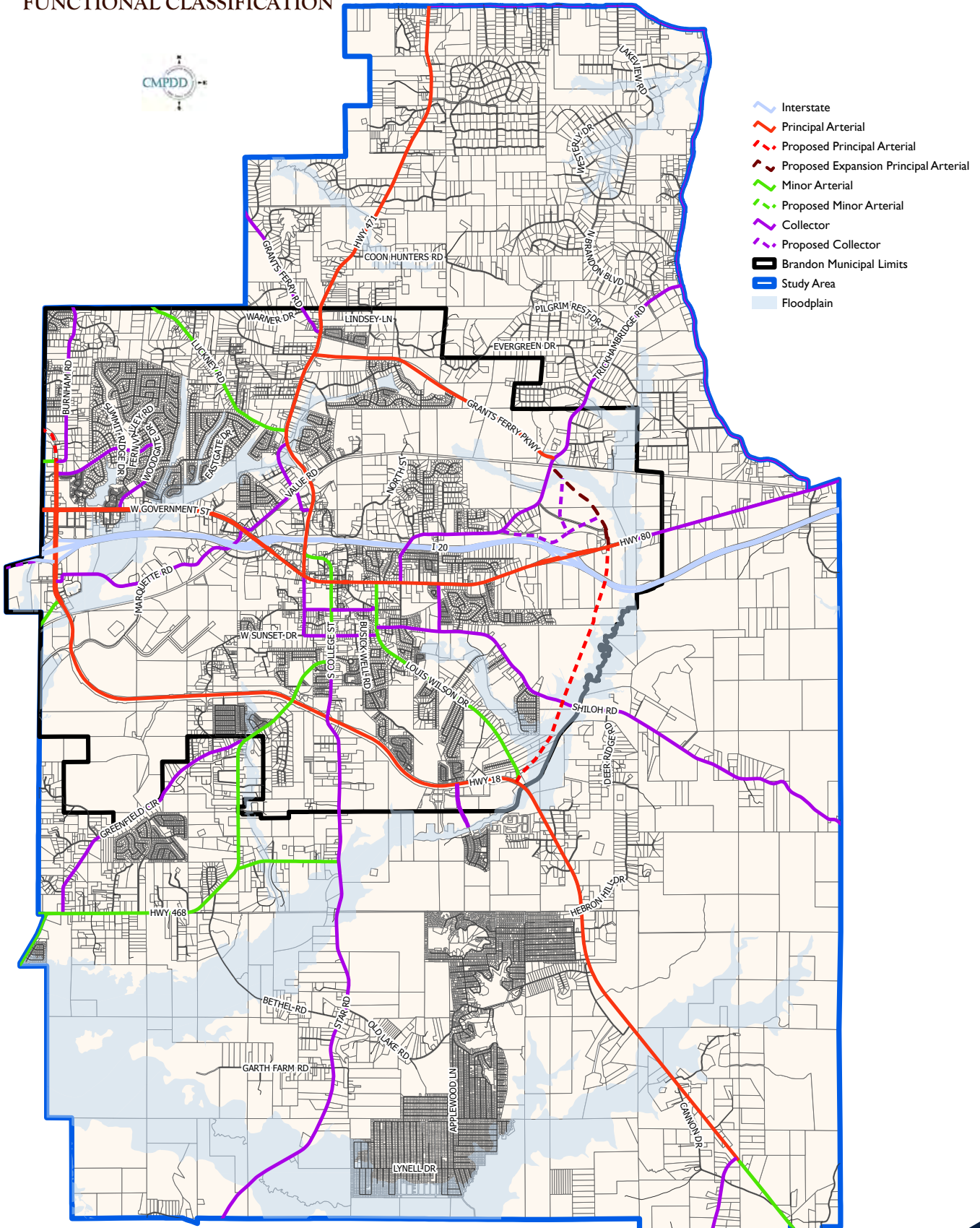
Burnham Road	Grants Ferry Road
Trickhambridge Road	Old Hwy 471
Value Road	Crossgates Drive
Woodgate Drive	Marquette Road
Boyce Thompson Dr.	Overby Street
Mary Ann Drive	East Jasper Street
West Jasper Street	East Sunset Drive
West Sunset Drive	Shiloh Road
Shiloh Parkway	Star Brandon Road

Local Roadways

Local roads are within neighborhoods and connect the City to the most rural areas of the County. Local Roadways typically support direct access to homes and are generally designed for slower speeds.



FUNCTIONAL CLASSIFICATION



TRAFFIC VOLUMES

Average daily traffic volumes show how many vehicles travel on a road in an average day with highest traffic volumes being indicative of roadways with good connectivity to major economic centers. The MPO at CMPDD collects traffic count data for Rankin County along certain functionally classified roadways and the MS Department of Transportation collects traffic counts on the interstate and highway systems. Using the MPO's Travel Demand Model future traffic volumes were developed as part of the 2045 Metropolitan Transportation Plan which was adopted in November 2020. The Travel Demand Model forecast traffic for future years using the existing and committed roadway network, as well as land use plans, which influences household and employment growth.

TABLE IV-1: ANNUAL AVERAGE DAILY TRAFFIC COUNTS (AADT)

Roadway	Start	Stop	Annual Average Daily Traffic			MTP Projected Traffic	
			2019	2021	2022	2035	2045
Interstate Highways							
I-20	Crossgates Bd	Hwy 80 W	44,000	44,000	44,000	52,376	58,087
I-20	Hwy 80 W	Hwy 80 E	35,000	33,000	33,000	41,719	46,312
Principal Arterial Highways							
MS Highway 18	Hwy 80	I-20	29,000	27,000	27,000	31,361	32,858
MS Highway 18	MS 468	Star Road	13,000	11,000	11,000	14,287	14,886
MS Highway 18	Star Road	Louis Wilson Rd.	9,000	9,100	9,000	10,134	10,727
Highway 80	Crossgates Bd	Woodgate Dr.	26,000	25,000	25,000	30,227	32,891
Highway 80	MS 471	Mary Ann Dr.	16,000	18,000	17,000	17,541	18,793
Highway 80	Shiloh Pkwy	I-20	5,600	5,300	7,100	7,019	7,984
MS Highway 471	College St.	Value Rd.	12,000	11,000	15,000	16,642	19,287
MS Highway 471	Luckney Rd	Grants Ferry Rd	15,000	18,000	17,000	21,701	25,220
Crossgates Blvd	Hwy 80	Old Brandon Rd.	16,000	13,000	13,000	19,599	21,545
Minor Arterial Highways							
Luckney Road	Oak Rd	MS 471	3,800	4,600	4,500	4,227	5,037
College St.	Hwy 80	MS 471	6,600	6,300	7,400	7,514	8,614
College St.	Hwy 80	MS 468	9,700	10,000	10,000	11,720	13,328
Greenfield Rd.	MS 18	MS 468	11,000	10,000	10,000	12,387	13,238
MS 468	MS 18	College St.	3,900	4,000	4,000	4,832	5,406
Louis Wilson Dr	Hwy 80	Shiloh Rd	8,800	8,100	8,000	10,151	11,166
Louis Wilson Dr	MS 18	Shiloh Rd	6,200	6,400	6,300	7,608	8,958

SAFETY

CMPDD obtained crash data from the MS Department of Transportation and conducted a data driven analysis of crashes occurring over a 5-year period in the City of Brandon. Between 2019-2023 there were 14 fatalities and 130 serious injuries resulting from crashes on roadways in Brandon. The following is a summary of safety data:

- 320 crashes were single vehicle run off road crashes
- 548 crashes were intersection-related crashes including angle crashes
- 26 head on crashes
- 6 crashes involved a pedestrian
- 0 pedestrian fatality
- 1 pedestrian serious injuries
- 0 bicyclist fatalities or serious injuries

Most Common Crash Types in the City of Brandon

Rear end	45.2%
Angle	15.7%
Left Turn Same Roadway	10.5%
Sideswipe	8.7%
Parked Vehicle	3.9%

General Crash Statistics for Brandon

84.6% of all crashes occurred during dry conditions

78.6% of all crashes occurred during daylight conditions

55.2% of all crashes occurred at intersections

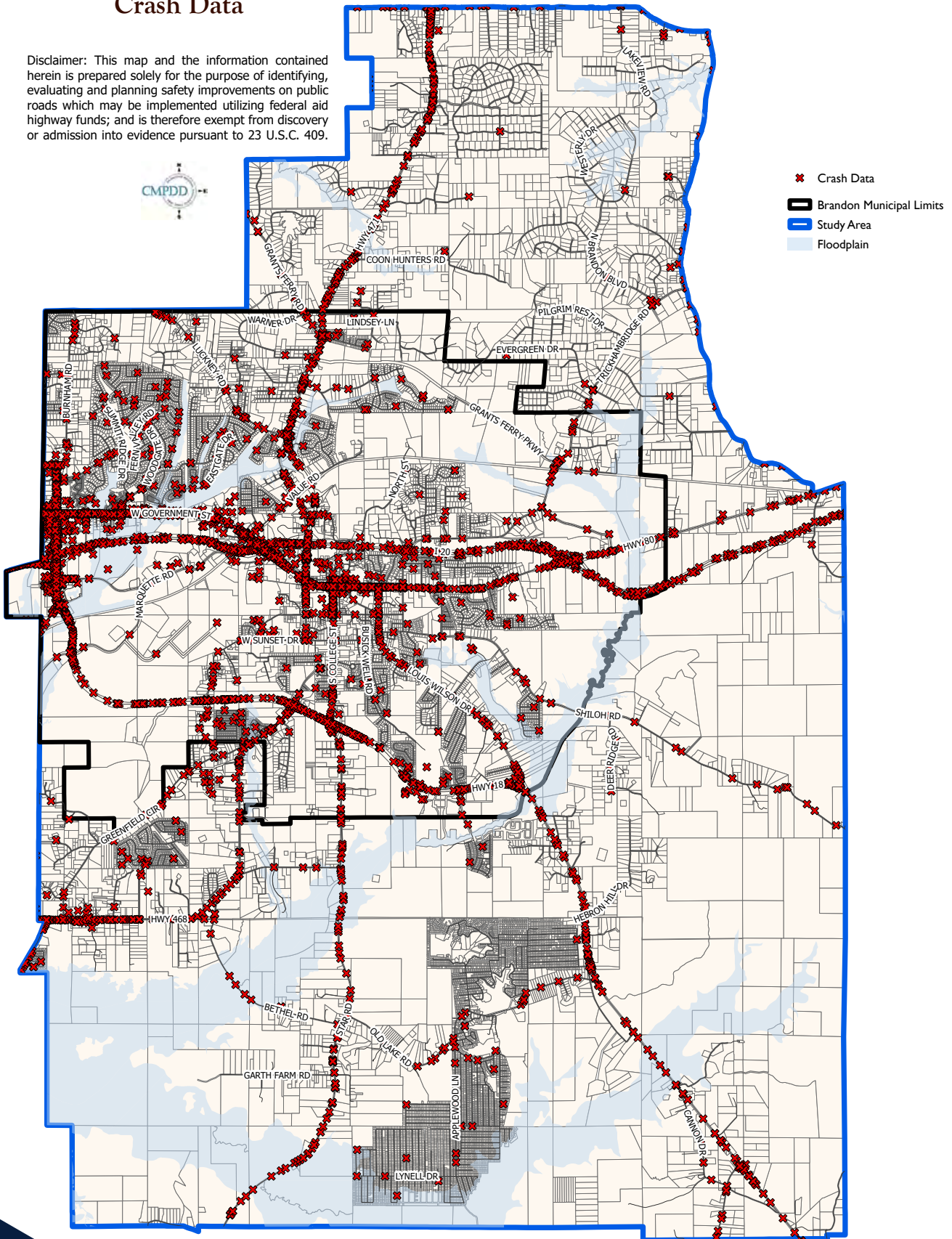
53.4% of intersection crashes involve a car being rear ended

The evening commute (5pm to 5:59 pm) accounts for the highest percentage of crashes at 10.8%. It is followed closely by the morning commute (7am – 7:59am) at 9.7%.

Highest Crash Occurrences by Hour of Day in Brandon	Percentage of Total Crashes
05:00 - 05:59 PM	10.8%
07:00 - 07:59 AM	9.7%
03:00 - 03:59 PM	8.8%
04:00 - 04:59 PM	8.1%
12:00 - 12:59 PM	7.0%
01:00 - 01:59 PM	7.0%
TOTAL	51.4%

Crash Data

Disclaimer: This map and the information contained herein is prepared solely for the purpose of identifying, evaluating and planning safety improvements on public roads which may be implemented utilizing federal aid highway funds; and is therefore exempt from discovery or admission into evidence pursuant to 23 U.S.C. 409.





FREIGHT

Truck Traffic

Today's economic dependence on freight for the delivery of goods and services, implores the provision of safe and efficient means for freight vehicles to share the roads with personal vehicles. According to Mississippi Department of Transportation's 2022 Traffic Count data, the highest daily freight traffic for class 4 and higher vehicles in Brandon is along Interstate 20 between MS Highway 18 and U.S. Highway 80 (exits 54 and 56) with 10,226 daily freight vehicles. The freight traffic count decreases to 10,095 daily freight vehicles along Interstate 20 between downtown Brandon and East Brandon (exits 56 and 59). The highest daily freight traffic count on a non-interstate highway is along U.S. Highway 80 at the intersection of MS Highway 471 and is followed closely by MS Highway 471 at the railroad overpass.

Railroads

Railroads also play a significant role in the local, regional, and national transportation system, moving freight to and between ports, agriculture areas, and urban areas. Railroads also have a significant impact on land use, the physical and social environment, and other components of the transportation system. As noted on the map below, there is one Class I rail line that bisects the City by running east to west. This rail is served by Kansas City Southern (KCS).



Freight Facilities

Intermodal freight facilities are locations where bulk commodities are transferred between rail and other transportation modes and are an integral part of the rail system. For the transfer of goods between rail and truck, there is a rail-highway trailer/container intermodal facility and bulk transfer facility located in Richland, which is a mere 8 rail miles from Brandon. The intermodal terminal also referred to as the Richland Intermodal Facility is jointly operated by Canadian National (CN) and Kansas City Southern (KCS). Due to the proximity of the intermodal facility and numerous spur rails serving industries in Brandon, there is a distinct need to reduce conflicts between rail and vehicles as well as roadway delays. The City and Rankin County are partnering with MDOT to construct a bridge over the at-grade crossing at MS Highway 18 near Interstate 20.

Passenger Rail

While Brandon has a Class I railroad bisecting it, there is no direct passenger train service in the City. North/South passenger rail service is currently available to the region through Amtrak which has a passenger facility in Hinds County. The Mississippi Department of Transportation (MDOT) is participating in a joint effort through spearhead by the Southern Rail Commission to bring passenger rail service to Rankin County. The I-20 Corridor Intercity Passenger Rail Service would connect Fort Worth, Texas with Meridian, Mississippi as it parallels I-20. This route would pass through the City of Brandon. Although the route is not currently intended to serve as a regional commuter route, it

would provide long-distance rail service between Dallas-Fort Worth and Atlanta. Furthermore, the proposed route would enable rail travel from Rankin County to the East and West Coast through existing routes based in Dallas, Atlanta, and New Orleans.

Bicycle and Pedestrian Network

Bicycle and pedestrian facilities are an important element of a safe and efficient transportation system to serve all modes of users. Brandon's downtown core, which is considered a one-mile radius of the Rankin County Courthouse site, was developed in the late 1820s and early 1830s. Walking would have been the primary means of transportation and much of the original City retains its walkability. However, the introduction of modern infrastructure and automobiles have negatively impacted the City's bicycle and pedestrian network. The City has recently renewed its emphasis on alternative transportation methods, and has invested in new sidewalks, bicycle trails, and multi-use paths across the City.



TRANSPORTATION IMPROVEMENTS

The City of Brandon has compiled a list of transportation improvements based upon the existing traffic conditions and projection models for transportation and land use development. Some improvements are specific in nature, while others are broader in scope. A more defined scope is indicative of project readiness, meaning additional study has been completed and the project is likely to be under construction in the next 5 to 10 years.

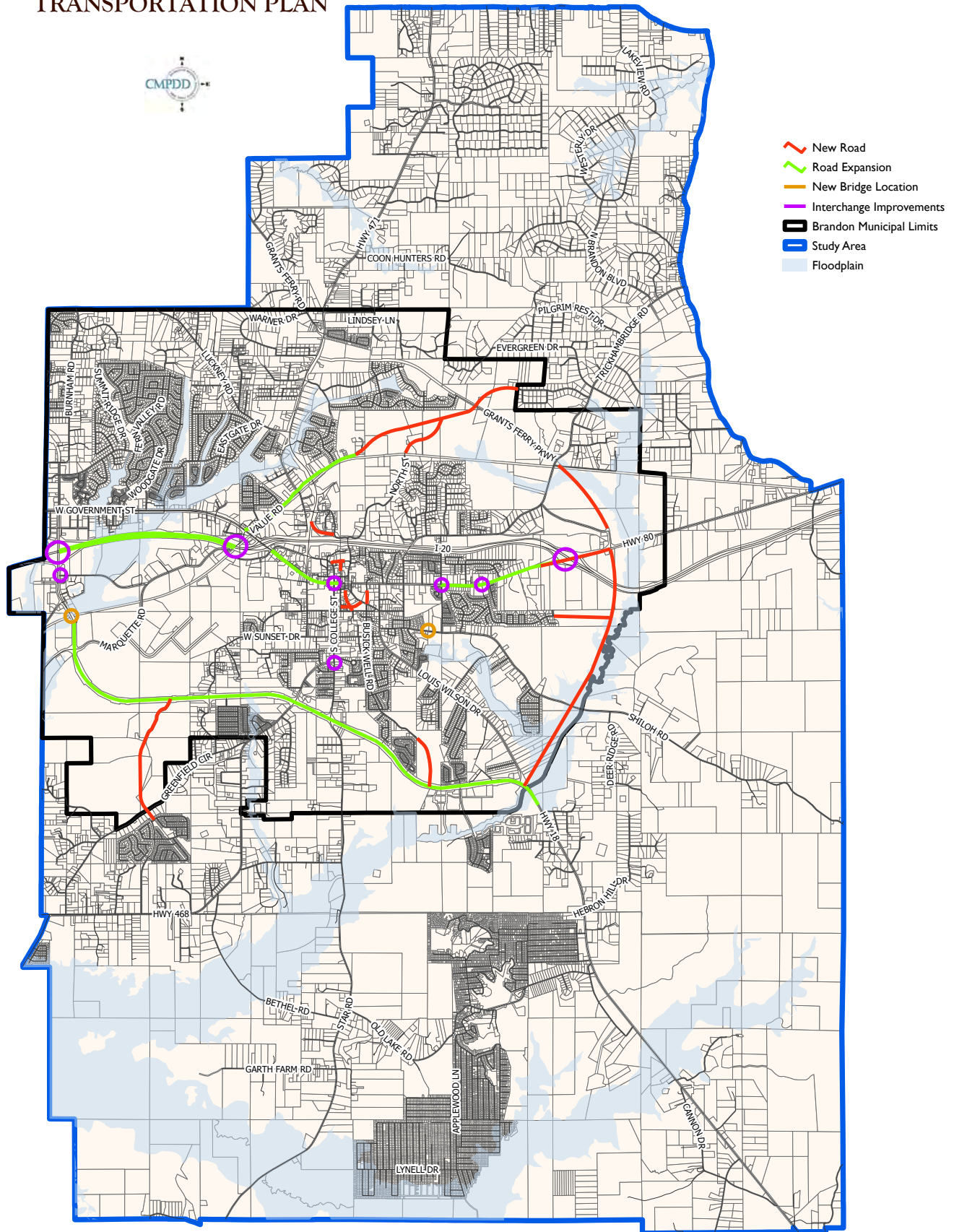
The following is a list of proposed capacity improvements that have been included in the MPO's Travel Demand Model for the 2045 Metropolitan Transportation Plan.

Route	Location	Improvement
MS Hwy 18	US 80 to Greenfield Rd	Widening
MS Hwy 18	Greenfield Rd to Star Rd	Widening
MS Hwy 18	Star Rd to Mohr Rd	Widening
East Brandon Bypass	MS Hwy 18 to I-20	New construction
Grants Ferry Parkway	US 80 to Trickhambridge Rd	New construction
Grants Ferry Parkway	Trickhambridge Rd to US 80	Widening
US 80	Trickhambridge to I-20	Widening/Center turn lane
MS Hwy 468	MS Hwy 475 to MS Hwy 18	Widening
Grants Ferry Road	MS Hwy 471 to MS Hwy 25	Widening
Luckney Road	MS Hwy 471 to MS Hwy 25	Widening
Warner Drive	Luckney Rd to MS Hwy 471	Widening
Trickhambridge Road	US 80 to Grants Ferry Pkwy	Widening
I-20	Exit 54 to Exit 59	Widening



The City has also identified the following future improvements to address congestion and improve traffic flow, which have not yet been addressed in the MPO's 2045 Metropolitan Transportation Plan.

Route	Location	Improvement
Busick Well Road	Terminus to MS Hwy 18	New construction
Lakeland Drive (Old 471)	North Street to MS Hwy 471	New construction
S. College Street	MS Hwy 468 to US 80	Widening, Intersection Improvements
S. College Street	MS Hwy 468 & Whitfield Rd	Intersection Improvements
East Brandon Frontage	US 80 to E. Brandon Bypass	New construction
Star Road	Old Lake Rd to MS Hwy 18	Widening
East Value Road	Terminus to Grants Ferry Pkwy	New construction
North Street	Terminus to Grants Ferry Pkwy	New construction
Strafford Drive	Terminus to Grants Ferry Pkwy	New construction
US 80	At USPS Post Office	Turn lane
MS Hwy 18	Stonebridge Blvd	Intersection Improvements
MS Hwy 18	Boyce Thompson Drive	Intersection Improvements
MS Hwy 18	Orleans Way	Intersection Improvements
MS Hwy 18 at I-20	Exit 54	Intersection Improvements
Marquette Road	US 80 to MS Hwy 18	Widening
Boyce Thompson Drive	MS Hwy 18 to Marquette Rd	Widening
US 80	Marquette Rd, Value Rd, I-20	Intersection Improvements
US 80	Shiloh Parkway	Intersection Improvements
US 80	Edgewood Crossing	Intersection Improvements
Shiloh Road	Shiloh Park Exits	Intersection Improvements
Short Street	Terminus to Mary Ann Drive	New construction
Nina Drive	Terminus to Mary Ann Drive	New construction
Puckett Street	Terminus to Mary Ann Drive	New construction
Worley Drive	Terminus to Worley Lane	New construction
Felicity Street	Terminus to Worley Extension	New construction
Edgewood Crossing	Terminus to East Brandon Bypass	New construction
New roadway	MS Hwy 18 to Greenfield Station	New construction



Safety Improvements

The CMPDD Safe Street and Roads for All (SS4A) Safety Action Plan was finalized in May 2024. CMPDD in consultation with transportation stakeholders and local government partners, including the City of Brandon, prepared the regional SS4A Safety Action plan to present a holistic, well-defined strategy to improve roadway safety throughout CMPDD’s region by reducing roadway fatalities and serious injuries. The Safety Action Plan includes a comprehensive analysis of crash data, identifies high-crash and high-risk locations, factors contributing to crashes, and prioritizes strategies to address them. Segments and intersections in the City of Brandon identified for safety related improvements in the CMPDD Safety Action Plan include:

Segments:

Route	Location	
	To	From
US 80 Westbound	I-20	Louis Wilson Dr.
I-20 Eastbound	US 80	US 80
I-20 Eastbound	MS Hwy 475	MS Hwy 18
I-20 Westbound	MS Hwy 475	MS Hwy 18
I-20 Eastbound	MS Hwy 18	US 80
Greenfield Road	Greenfield Lane	MS Hwy 18

Intersections:

US 80 at MS Hwy 18	US 80 at North College Street
MS Hwy 471 at Elizabeth Lane	MS Hwy 18 at W. Sunset Drive
MS Hwy 18 at Disotell Blvd/Gray Daniels Blvd	I-20 Eastbound at US 80 (W. Government Street)

Rail Improvements

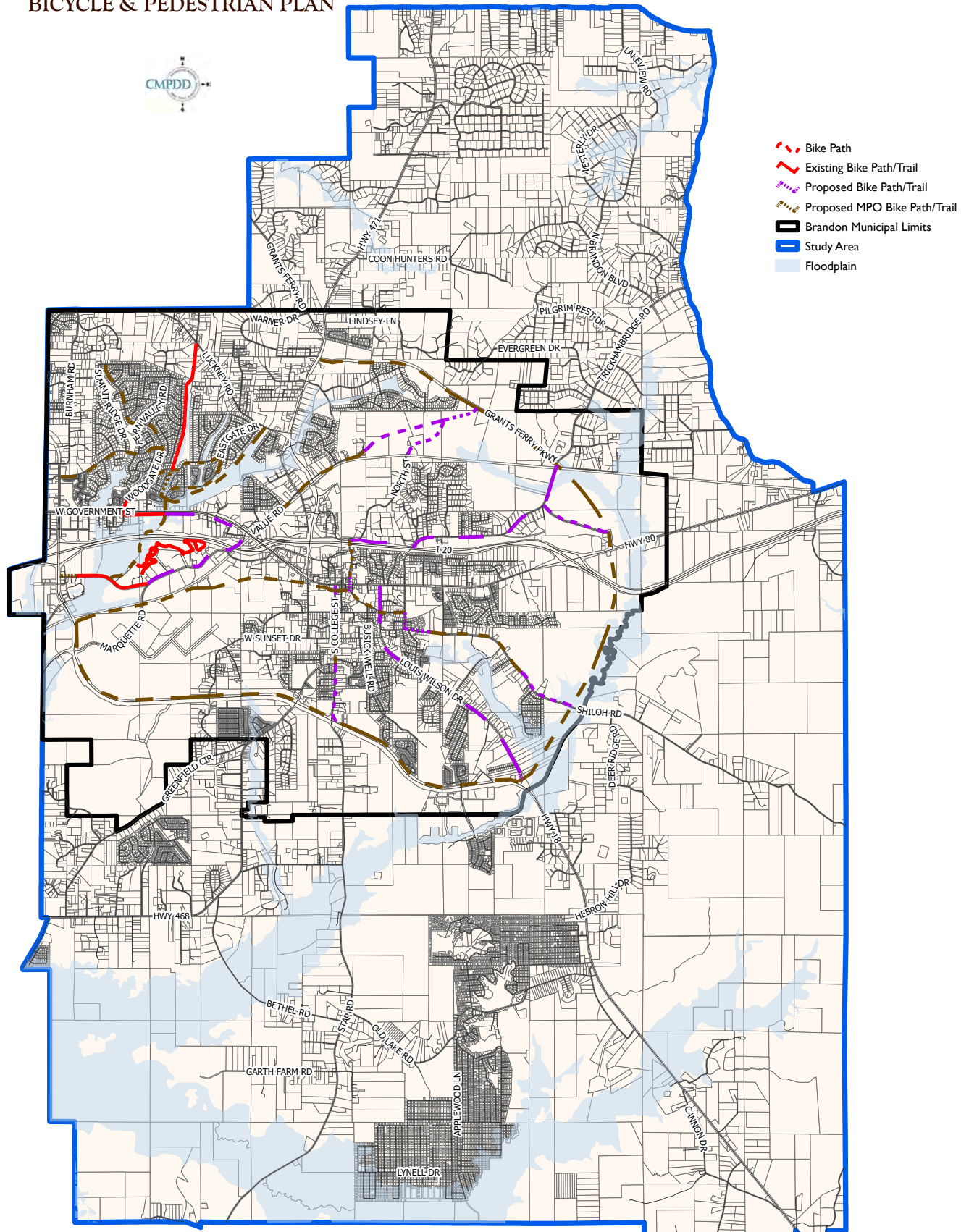
In addition to removing at-grade crossings where possible, the City continues to explore the possibility of constructing a rail spur extending south from the existing rail to locations within the industrial properties in the Marquette Road/MS Highway 18 area.

Bicycle and Pedestrian Improvements

In recent years, Brandon has made great strides to provide bicycle and pedestrian facilities across the City. These efforts will continue in the future as the City continues to provide transportation alternatives and recreational opportunities for its residents. A map of planned improvement is shown below. An addition to those improvements show, the City’s intends to install sidewalks along collector and minor arterials as roadway or utility construction occurs. The City also intends to install bicycle paths or lanes along major arterials as well. These sidewalks and paths will serve as transportation alternatives for residents seeking access from residential areas to commercial centers, schools, and parks. Creating linkages through downtown Brandon from all directions will allow for non-motorized vehicle access to schools and parks as well as the downtown core. Recreational paths will be added to the City’s parks as funding and resources allow.

The proposed improvements are shown on the following map.

BICYCLE & PEDESTRIAN PLAN





CHAPTER SIX: LAND USE PLAN

6

GOALS AND OBJECTIVES

Maintain a residential density pattern that will produce desirable concentrations of residences without overburdening the community facilities, causing congestion, or overcrowding land and air.

- Preserve, through reinvestment, established neighborhoods and development patterns in Brandon.
- Encourage compatible additional development that will help to maintain the desirability, value of already improved properties, and do not overburden the City's infrastructure.
- Prevent the location of high density residential or intense commercial uses immediately adjacent to single-family residences, unless proper buffering is provided in the form of wide set-backs with required screening and landscaping.
- Encourage development of low density single family housing.
- Locate higher density residential developments only in areas where the infrastructure and street system will support such development and where such development is compatible with neighboring land uses.



Promote well-designed, attractive commercial uses in appropriately zoned areas of Brandon.

- Permit future outdoor oriented commercial activities along major thoroughfares.
- Promote the preservation and redevelopment of Brandon's downtown area.
- Provide sufficient neighborhood oriented convenience commercial development to accommodate the residential population.

Promote new industrial development.

- Continue to provide well-located sites adequately served by infrastructure for new industrial development.

INTRODUCTION

Section 17-1-1 of the Mississippi Code specifies that the Land Use Plan element of the Comprehensive Plan shall designate “---in map or policy form the proposed general distribution and extent of the uses of land for residences, commerce, industry, recreation and open space, public/quasi-public facilities and lands.” The Code also requires that “background information shall be provided concerning the specific meaning of land use categories depicted in the plan in terms of the following: residential densities; intensity of commercial uses; industrial and public/ quasi-public uses; and any other information needed to adequately define the meaning of land use codes (reflected on the Land Use Plan map). Projections of population and economic growth for the area encompassed by the plan may be a basis of quantitative recommendations for each land use category.”

The purpose of the Land Use element of the Comprehensive Plan is to inventory the community's existing land use patterns and to recommend policies for future development that are consistent with the community's character. These policies also involve decisions on how the land use patterns should change for future needs. The Land Use Plan is a vital part of the Comprehensive Plan since zoning decisions are required by State law to be based on the adopted Land Use Plan. The Land Use Plan is subject to change as the City grows and may be amended at any time following the necessary public hearings.

EXISTING LAND USE

The existing land use survey for Brandon used two methods. The first, and primary, method was a field “windshield” survey conducted in the incorporated city and the surrounding study area. The second, and supplementary, method was based on mapping building permits as collected by the City. The field work was recorded on a base map and aerial photographs, and each parcel was coded according to its present land use, which is divided into the following categories:

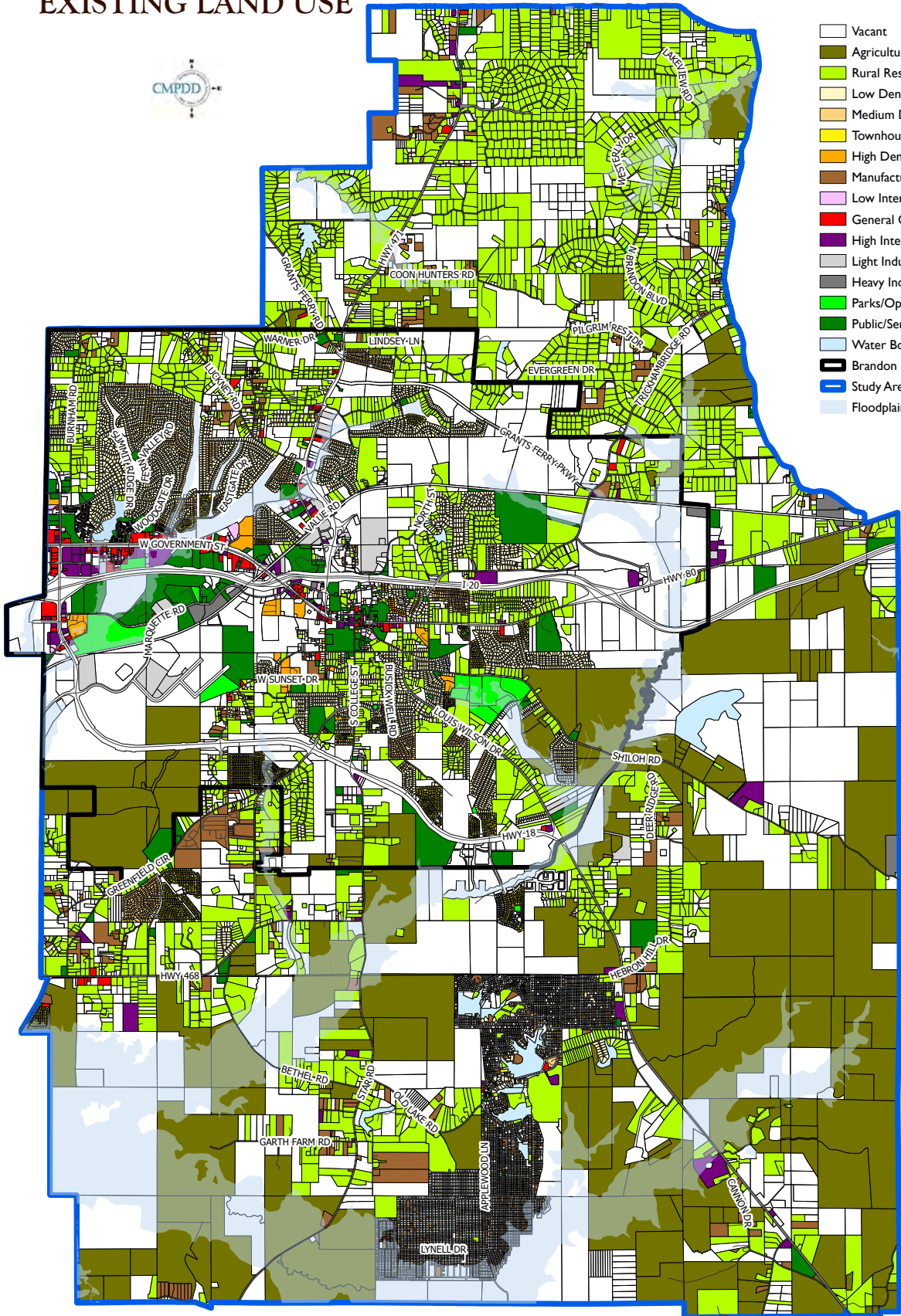
1. Rural Residential (minimum of 1.5 acre, outside incorporate limits)
2. Residential Estate (minimum of 0.75 acre, inside incorporate limits)
3. Low-density Residential (0.27 acre to 0.74 acre)
4. Medium-density Residential (0.18 acre to 0.26 acre)
5. Townhouse/Zero Lot (less than 0.17 acre)
6. High-density Residential (multiple family dwellings)
7. Manufactured Home Residential
8. Low Intensity Commercial (offices, medical clinics, etc.)
9. General Commercial (indoor commercial uses)
10. High Intensity Commercial (primarily commercial uses with outdoor storage)
11. Light Industrial (uses with little noise, odors, or other objectionable characteristics)
12. Heavy Industrial (uses with objectionable characteristics)
13. Agricultural/Vacant (active farmlands or large tracts of undeveloped lands)
14. Public/Quasi-Public (schools, churches, libraries, parks, public buildings, etc.)
15. Parks/Open Space

The existing land use map shows present land use patterns and provides a basis for the development of the future land use plan and future zoning map.



BRANDON MISSISSIPPI

EXISTING LAND USE



THE LAND USE PLAN

The Land Use Plan represents a composite of all the elements of the planning program. With this context, the Plan depicts in narrative, statistical and map forms the general relationships between land use patterns, major transportation arteries, schools, parks and other community facilities, and the overall environment of the community. Preparation of the Land Use Plan was closely coordinated with the development of all other elements of the planning program, particularly the population and economic study, the Transportation Plan, and the Community Facilities Plan.

This Plan designates the anticipated distribution and extent of land uses for residential, commercial, industrial, and other categories of land usage. This chapter of the Plan will be most referenced in the future when considering development proposals, rezoning applications, and other land development regulations in the City.

The plan is not a legal tool; however, because it forms the basis for the Zoning Ordinance, the Subdivision Regulations and other implementation documents, it does carry some legal weight. The plan should serve as a guide for consideration of amendments to the Zoning Ordinance, the Official Zoning Map, the Subdivision Ordinance, the public improvements program and capital improvements budget. The Land Use Plan map is intended to indicate broad categories of development for areas of the City. Developments that incorporate open space, lower densities than required, or some combination of these should be encouraged where possible. Attempts to mimic historic development patterns with varied lot sizes in proximity

should also be encouraged. To be useful to zoning, the land use map attempts to delineate exact boundaries wherever possible.

In drafting the Land Use Plan Map, the following factors were considered:

1. Existing land use patterns and growth trends: How many categories or districts are needed and what are the characteristics of each category? What should be the typical relationships between various types of districts? Where should the exact boundary lines of each district run?
2. Projected land use needs based on projected population and employment converted to the number of acres needed to accommodate projected growth levels: How much land should be allocated to each type of use? Where should the various districts be located, in general?
3. Flood plains, excessive slopes and soil types: What types of land are suitable for each type of use?
4. Location of major streets and open space: Where should various uses be located, specifically based on roadway access and infrastructure?

Location Criteria

Location criteria are guiding principles and standards used in the placement of activities on the land. These principles and standards have evolved over time within the planning profession and are recognized for their universal application. These criteria involve numerous considerations including danger from floods and other health and safety standards, the vulnerability of important environmental processes to urban activities, the proximity of one land use from another in time, distance and cost, the social, economic and environmental compatibility of adjacent

land uses, physical characteristics of individual locations and their suitability for development and the pattern of land values. General principles relating to the location of land uses customarily identify five major functional areas: the work areas, the living areas, the shopping and leisure time areas, the community facility systems and environmentally critical areas of land and water. These principles can be expressed as follows:

1. Work areas should be located in convenient proximity to living areas where efficient transportation routes can be designed to insure easy access back and forth; they should be in convenient proximity to other work areas and have access to interconnecting truck routes. The distribution of work areas should harmonize with surrounding development patterns. Heavy concentrating of work areas should be avoided to not overburdening infrastructure. Some work areas should be in locations accessible to heavy transportation facilities and large capacity utility lines. Work area locations provide sites adequate in size, feasible to develop and attractively situated for the uses intended.
2. Living areas should be in convenient proximity to the work and leisure time areas and near transportation routes to insure easy access. The configuration of residential communities should take residential preference patterns of various categories of households into account. Living areas should be within easy walking distance of community facilities and open spaces. They should be located in areas protected from traffic and incompatible uses, in areas which are feasible and attractive to develop, and where desirable residential densities with a range of choice can be insured.
3. Shopping areas and entertainment centers such as shopping malls, restaurant areas, cultural centers and educational complexes should be in reasonably convenient proximity to living areas. They should be in centrally located areas and on sites adequate for their purposes.
4. Community facility systems should be designed around the underlying service-delivery concepts of each such system and its program, with service levels appropriate to the user groups of each facility. Recreational facilities, schools, libraries, medical care facilities, police and fire stations, and other community facilities should be in locations convenient to user groups and on sites feasible for development.
5. Major parks and large open spaces should be located so as to take advantage of, as well as protect, natural processes and unusual landscape features and to provide for a variety of outdoor recreational and other activities. Environmentally critical areas of land and water should be protected from incompatible uses and pollutants generated by urbanization in the vicinity. Wooded areas that serve a functional purpose in climate, noise, light, and pollution control should be preserved as part of an urban forest and open space system. Development using on-site sewage treatment should be prohibited from areas of unsuitable soil and geological conditions.



LAND USE CATEGORIES

The Brandon Land Use Plan categorizes future land uses in the following manner:

AGRICULTURAL/RURAL (White): Maximum development of one residential unit for every 1.5 acres.

This land use classification depicts areas that are expected to remain rural or agricultural with no significant concentrations of residential, commercial, industrial or other development. These areas of the Land Use Plan are not expected to be served by municipal sewer service within the next 25 years.

RURAL RESIDENTIAL (warm green): Maximum density of one single family detached residential unit for every 1.5 acres, outside the incorporated limits of the City.

This land use classification is intended to promote development of large, estate size lots with a minimum lot size of 1.5 acres. These areas on the Land Use Plan may or may not be served by a municipal sewer system within the next 25 years.

RESIDENTIAL ESTATE (light green): Maximum density of one single family detached residential unit for every 0.75 acre.

This land use classification is intended to promote development of large, residential estate size lots with a minimum lot size of 0.75 acre. These areas on the Land Use Plan will be served by a municipal sewer system within the next 25 years.

LOW DENSITY RESIDENTIAL (tan/yellow): Maximum density of three single family detached residences per acre.

This land use classification is intended to promote the development of single family detached dwellings on relatively large lots (approximately 0.3 to 0.74 acre lots). These dwellings may or may not be located within a platted subdivision.

MEDIUM DENSITY RESIDENTIAL (gold): Maximum density of five single family detached residential units per acre.

This land use classification allows the development of single family detached dwellings on moderate size lots (at least 0.15 acres). These dwellings are generally expected to be within a platted subdivision.



PATIO HOMES/TOWNHOUSES (peach):

Maximum density of six dwelling units per acre, which may be attached or detached.

This category includes patio homes and townhouses.

MULTI-FAMILY (orange): Maximum density of six dwelling units per acre.

This category should be located on arterial streets/roads or highways which have the capability of carrying higher traffic volumes generated by these higher density residences.

MANUFACTURED HOME RESIDENTIAL (brown):

This classification allows the development of manufactured home parks.

NEIGHBORHOOD COMMERCIAL (light pink): Low intensity and restricted commercial.

These areas should include small-scale, predominately indoor, retail, service, and office uses that provide goods and services primarily serving the daily needs of residents of the immediately surrounding neighborhoods (e.g., personal service uses, professional offices, recreational facilities, small restaurants, banks, convenience stores, drug stores, and grocery stores).

COMMUNITY COMMERCIAL (red):

Enclosed commercial activities only.

This classification would encompass general commercial uses, excluding outdoor commercial activities. These are larger in scale than neighborhood commercial uses and may have some hand-carried outdoor displays.

REGIONAL COMMERCIAL (purple): All commercial activities.

This classification would encompass all types of commercial uses, including outdoor commercial activities. These uses are automobile friendly and are easily accessible from major thoroughfares.

VERTICAL MIXED USE (blue): Moderate intensity commercial uses mixed with residential uses.

This classification provides for a mixture of uses within the same building based on vertical separation of uses. Specifically, neighborhood commercial uses may be allowed on the street level while residential dwellings and commercial uses are located on upper stories.

TECHNICAL INDUSTRIAL (violet): Enclosed research and technology activities.

This classification provides lands for large scale science and technology activities that are fully enclosed and have limited freight traffic demands, but have high telecommunication infrastructure requirements.

LIGHT INDUSTRIAL (light gray): Enclosed Industrial Activities Only.

This classification includes manufacturing and warehousing uses conducted primarily indoors. These manufacturing uses are those that do not generate noise, vibration or offensive odors detectable to human senses off the premises.

HEAVY INDUSTRIAL (dark gray): All industrial uses, including outdoor.

This classification includes manufacturing uses where all or part of the associated activities are conducted outdoors, or where the use requires large volumes of water or generates noise, vibration, etc., detectable off the premises.

RECREATIONAL RESORT (baby blue): A campus of passive and active recreational facilities and related amenities.

This land use classification includes lands which are not suitable for typical development and are part of a recreational campus that includes passive and active recreational facilities, event venues, and other associated amenities, such as lodging and food service.

GREENSPACE (electric green):

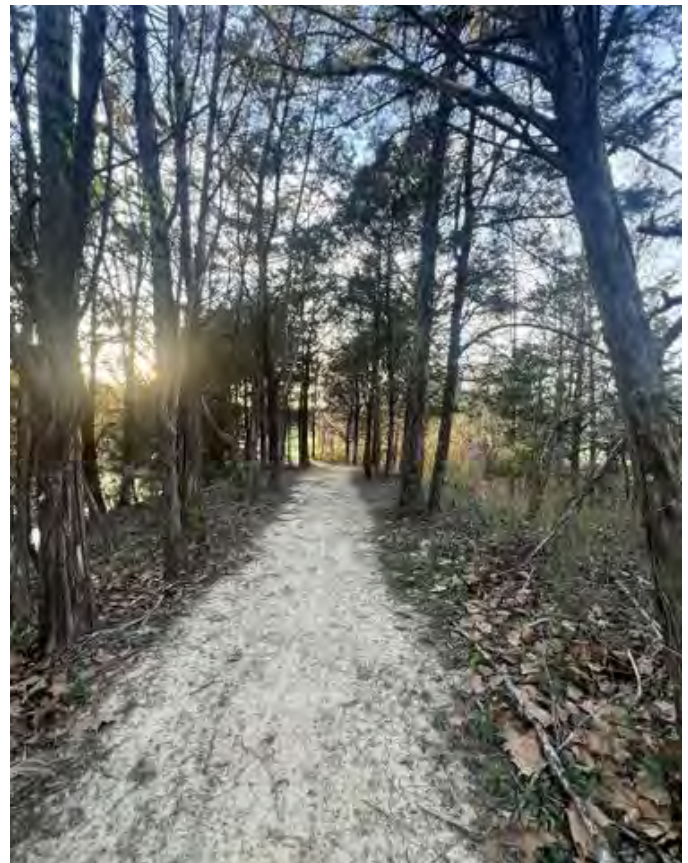
This land use classification includes existing and proposed linear parks, bicycle/pedestrian trails and other similar uses.

PUBLIC/QUASI PUBLIC USES (dark green):

This land use classification includes all existing and proposed public/quasi-public uses such as churches, schools, governmental buildings and facilities, cemeteries, etc.

100 YEAR-FLOOD PLAIN (light blue pattern):

These areas are shown on the latest available Federal Insurance Administration “Flood way: Flood Boundary and Flood way Map” as 100-year flood plain (i.e., subject to a one percent chance of flooding in any year).

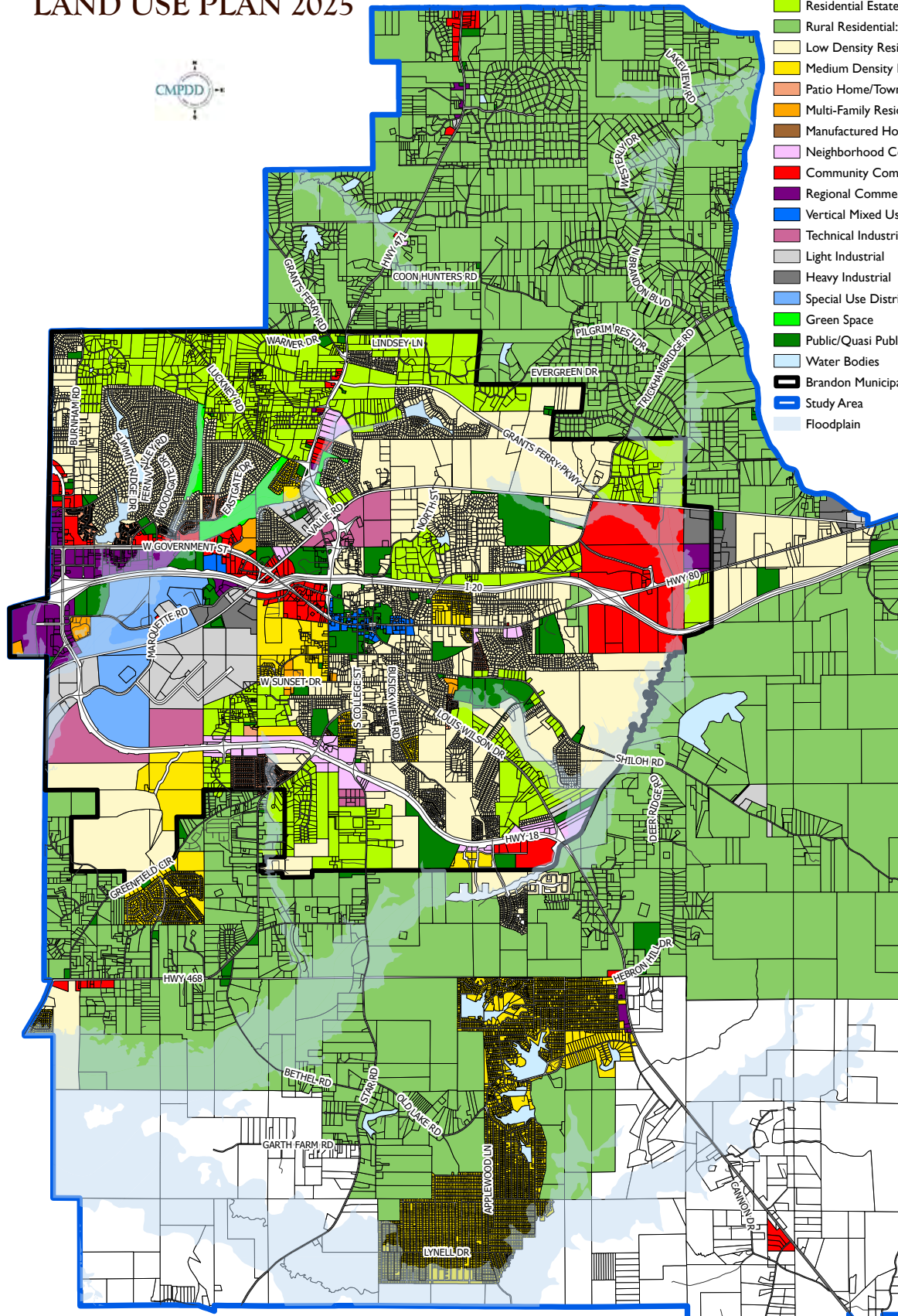


BRANDON MISSISSIPPI

LAND USE PLAN 2025



- Agricultural/Rural
- Residential Estate: Inside City Limits
- Rural Residential: Outside City Limits
- Low Density Residential (LDR)
- Medium Density Residential (MDR)
- Patio Home/Townhouse Residential (PHTR)
- Multi-Family Residential (MFR)
- Manufactured Home (MH)
- Neighborhood Commercial (NC)
- Community Commercial (CC)
- Regional Commercial (RC)
- Vertical Mixed Use (VMU)
- Technical Industrial
- Light Industrial
- Heavy Industrial
- Special Use District (Recreational Facility Resort)
- Green Space
- Public/Quasi Public
- Water Bodies
- Brandon Municipal Limits
- Study Area
- Floodplain



RECOMMENDATIONS

1. The City should update the Zoning Ordinance to create an easier more user friendly code.
2. As population and demand for recreational sports continue to grow, the City will need more types of facilities, increased capacity at existing facilities, and enhanced park amenities. Also, the City should continue upgrades and improvements in all city parks.
3. The City should continue to use the adopted zoning and building codes to address neglected and abandoned properties.
4. The City should continue to fund and provide excellent police and fire protection, including a joint training facility and new stations as growth demands.
5. Construct a complete, connected network of sidewalks and bike paths for transportation alternatives and recreational opportunities where and when possible. Also, consider the adoption a Complete Streets Ordinance to encourage development of safe and functional pedestrian and bicycle routes.
6. The City should promote the use of resources found on the City's website including the online interactive map in an effort to inform and assist citizens and developers.
7. Continue to support and encourage activities in downtown Brandon that drives residents and visitors to the area.
8. Partner with the Rankin County School District to address traffic concerns around the schools within the City of Brandon.
9. Encourage developments that have a variety of lot sizes and housing styles, which may include a portion of lower density lots.





**Central Mississippi Planning
and Development District**

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