

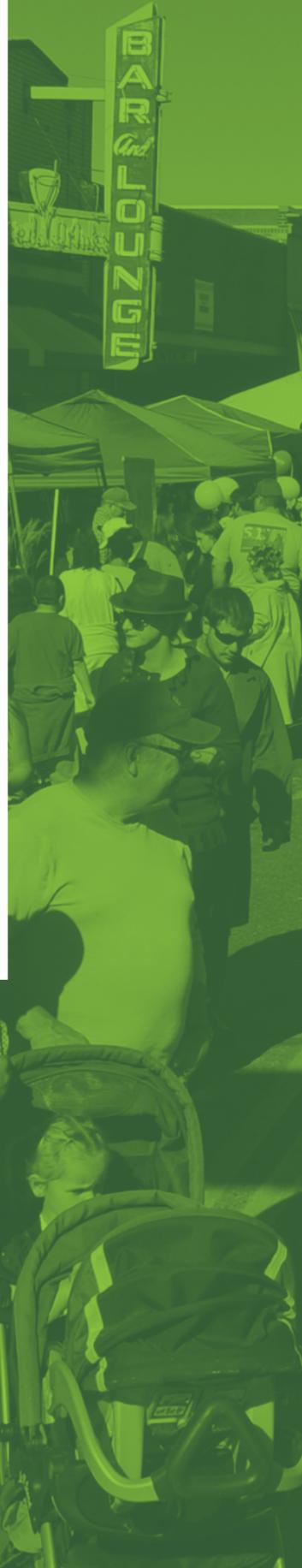


A Brighter Downtown Brighton

Downtown Development Authority
Plan of Development

Executive Summary

DRAFT - July 2025



Introduction

Downtown Brighton stands at a pivotal moment. As a historic and distinctive commercial district, Downtown continues to serve as the cultural and civic heart of the community. Yet like many downtowns across the country, it faces evolving challenges—ranging from rising costs for small businesses and public safety concerns, to underutilized properties and changing mobility needs. For the past 23 years, the Brighton Urban Renewal Authority’s (BURA) Core Urban Renewal Area has served as the primary champion for Downtown Brighton—but with its expiration approaching, **the City and downtown stakeholders are exploring the formation of a Downtown Development Authority (DDA) to meet emerging challenges and position Downtown for long-term success.**

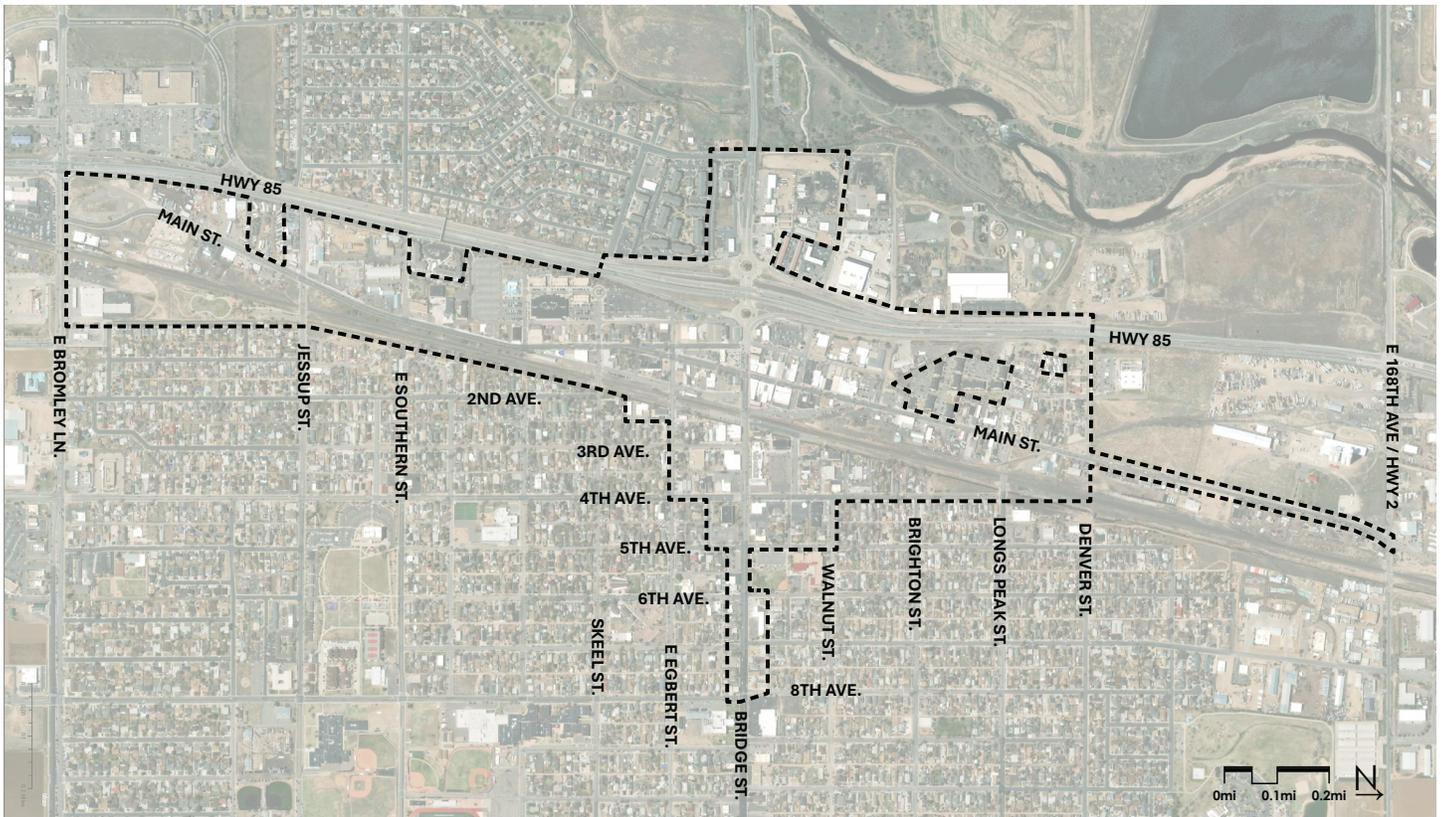
DDAs are a tool enabled by Colorado law that allow communities to plan for, invest in, and coordinate the revitalization of downtown areas. *A Brighter Downtown*

Brighton Plan of Development sets the foundation for how Brighton’s DDA will operate, laying out a vision, guiding principles, and a set of strategies informed by community input, prior planning efforts, and key market indicators.

Once formed, the Brighton DDA will help advance public realm improvements, support local businesses, encourage mixed-use development, and make Downtown more accessible, inclusive, and vibrant. This Plan is both a roadmap and a call to action—outlining how dedicated leadership and targeted investment can bring out the best in Brighton’s historic core.

The proposed Brighton DDA boundaries, referred to ‘Downtown Brighton’ throughout this Plan, are illustrated in the map below.

Proposed DDA Boundary



Guiding Principles



Safe

The DDA will champion efforts that make Downtown cleaner, safer, and more welcoming for people of all ages, with walkable streets and activated spaces.



Cohesive

The DDA will work to physically and culturally link the Main Street core with surrounding areas and celebrate Brighton’s historic and agricultural character.



Sustainable

The DDA will support a resilient, mixed-use Downtown neighborhood, prioritizing local businesses, green infrastructure, and multi-modal transportation.



Appealing

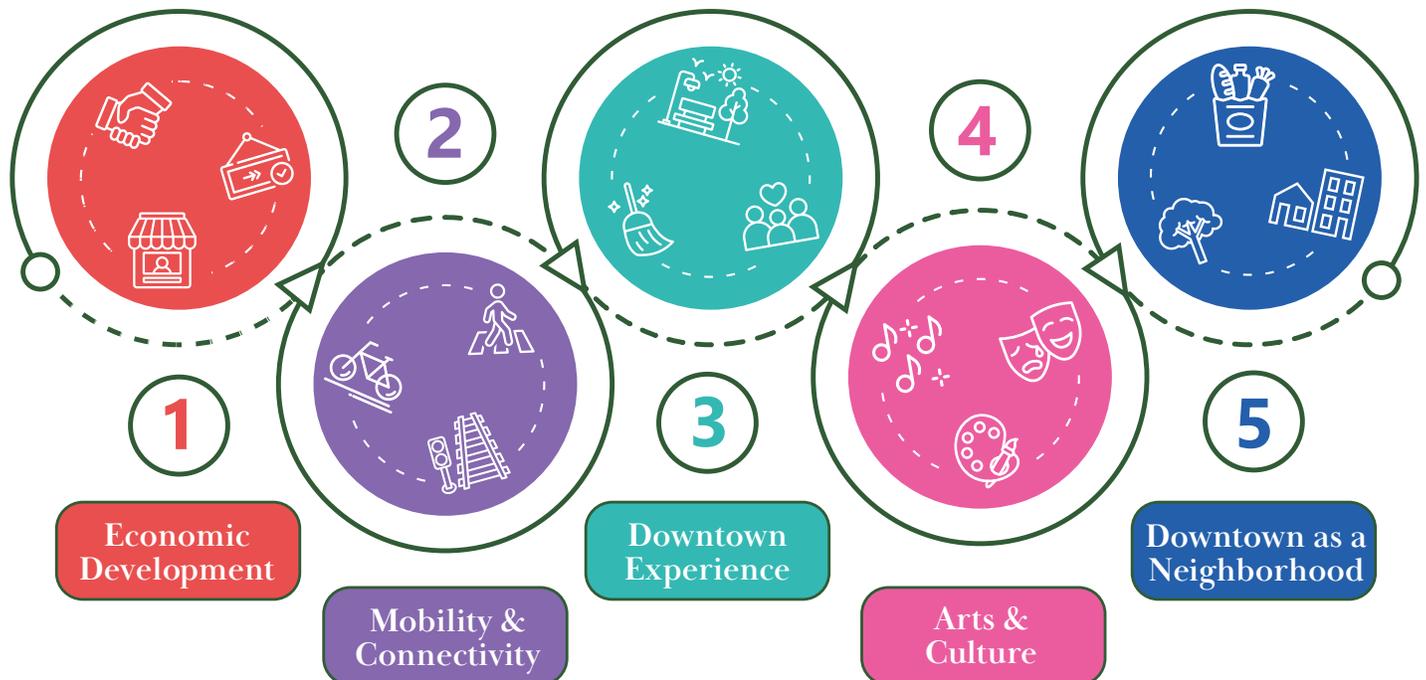
The DDA will foster quality design, reduce nuisances like truck traffic and noise, and create more destinations that support community life.

Physical Framework

Building on past plans, recent investments, and the community’s guiding principles, the physical framework outlined in the Plan of Development provides adaptable guidance for shaping Downtown Brighton’s public realm and built environment—linking key recommendations from this Plan and the Downtown Public Realm Study to distinct activity areas within the district.

DDA Action Plan

The Brighton DDA Action Plan will serve as the policy roadmap for the Brighton DDA and is organized into five interconnected topic areas that reflect the district’s priorities and opportunities, summarized in the graphic below. Under each topic area, specific goals provide a foundation for strategic investments, partnerships, and initiatives that will guide the DDA’s work over time.





Economic Development

Goals:

1. Prevent involuntary displacement of existing businesses
2. Attract new locally-owned, independent, and small businesses
3. Develop and/or redevelop vacant, underutilized, and opportunity sites in Downtown
4. Preserve existing and attract new employers and jobs



Connectivity & Mobility

Goals:

1. Make Downtown streets more pedestrian-friendly
2. Make Downtown more bicycle-friendly
3. Improve the parking experience and parking management in Downtown
4. Implement safer rail crossings and a quiet zone through Downtown



Downtown Experience

Goals:

1. Ensure Downtown is welcoming for all ages and backgrounds
2. Improve public safety
3. Ensure Downtown is clean and well-maintained
4. Create gateways and wayfinding signage to help people navigate Downtown
5. Improve Downtown's public realm



Arts & Culture

Goals:

1. Continue and expand events and programming in Downtown
2. Install more public art
3. Showcase multicultural resources
4. Support artists and creative entrepreneurs in Downtown



Downtown as a Neighborhood

Goals:

1. Diversify housing options, both to-rent and to-own
2. Preserve historic buildings and places in Downtown
3. Add more parks and green space
4. Increase fresh food options
5. Create more places for people to gather in Downtown

Implementation and Governance

DDA Overview

A DDA is a tool enabled by Colorado state law that helps communities reinvest in their downtowns through coordinated planning, funding, and implementation. In Brighton, the City is actively exploring the formation of a DDA to build on the momentum created by past urban renewal investments and ensure Downtown remains a thriving, inclusive, and resilient central business district. The DDA would be empowered to carry out the vision and strategies outlined in the Plan by leveraging targeted investments, forming partnerships, and coordinating long-term improvements that reflect community priorities.

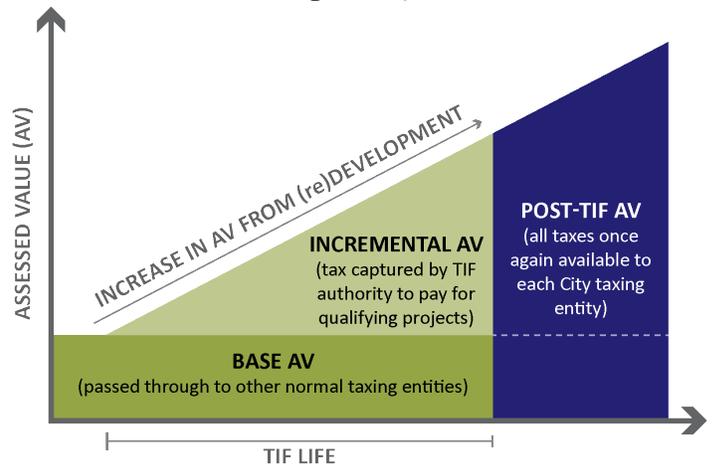
What Other Colorado communities have DDAs?

- Colorado Springs
- Eagle
- Englewood
- Fort Collins
- Glenwood Springs
- Golden
- Grand Junction
- Greeley
- Lafayette
- Littleton
- Longmont
- Loveland
- Windsor
- Many others...

Financing Tools

Brighton’s DDA will use Tax Increment Financing (TIF) to reinvest growth in property and/or sales tax revenues within the district. These funds can finance infrastructure, small business support, public spaces, and more. While not recommended immediately, a future property tax mill levy—up to 5 mills—may also be considered to support day-to-day operations, programming, and maintenance, while bonding could be explored in the future for larger projects. Both additional tools would require voter approval. In the near term, remaining funds from BURA’s Core Urban Renewal Area could serve as startup capital for the DDA as TIF builds.

Value Capture from TIF



Governance

If the DDA is successfully formed, the DDA Board can consist of 5 to 11 members appointed by City Council and will serve as the DDA’s primary decision-making body. As required by State statute, the Board will include Downtown stakeholders (property and business owners, residents, etc.) and reflect a cross-section of the Downtown community. One member of City Council can also serve on the DDA board. While the DDA may initially operate with part-time or contracted staff, this could evolve over time based on capacity and need.