

BRIGHTON DDA FORMATION

City Council Work Session

June 10, 2025



A BRIGHTER
DOWNTOWN BRIGHTON



AGENDA

1. Brighton DDA Formation Process Update

- A. Overall Process Update
- B. Community Engagement Highlights
 - i. Online Survey
 - ii. Pop-up Events
- C. Plan of Development
 - i. Policy Framework
 - ii. Physical Framework

2. Next Steps



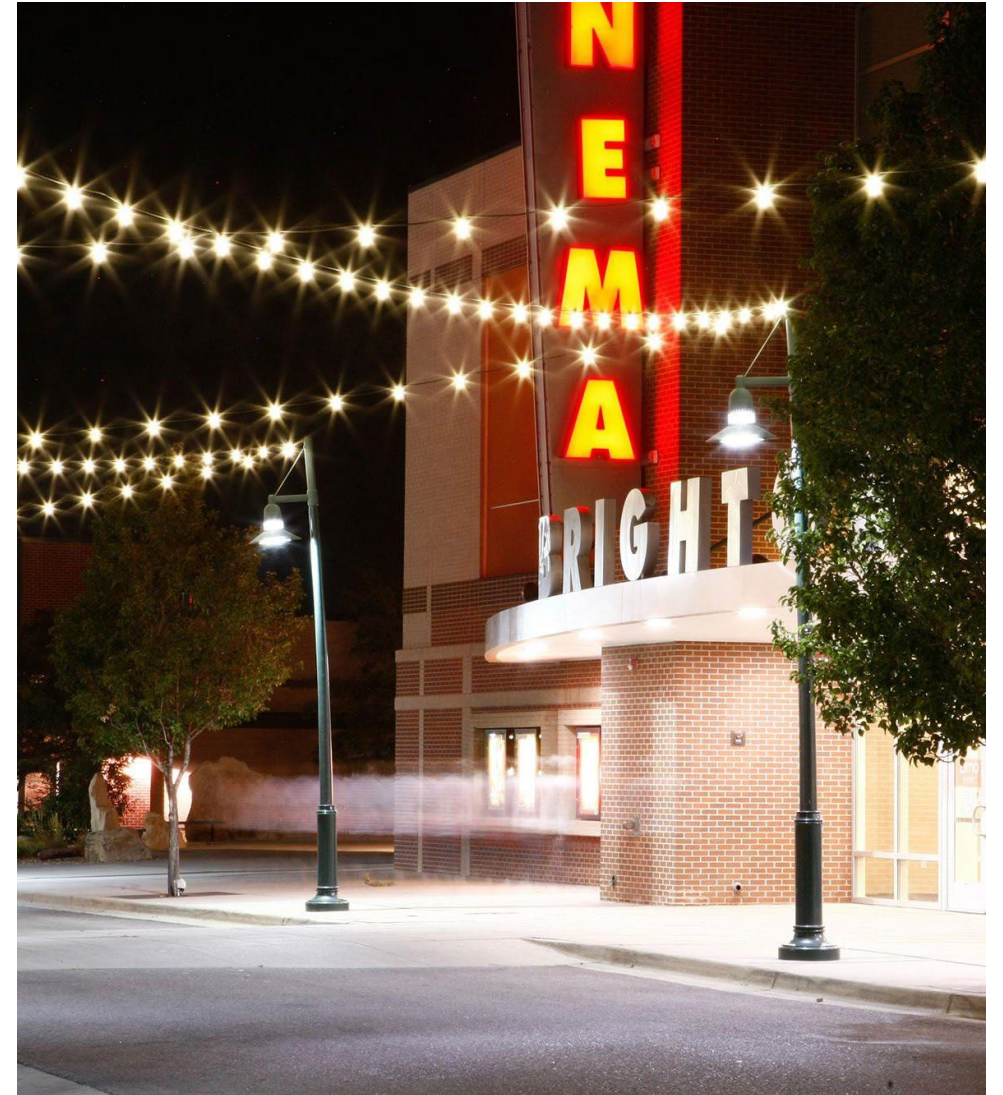
OVERALL PROCESS UPDATE



A BRIGHTER
DOWNTOWN BRIGHTON

WHAT IS A DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

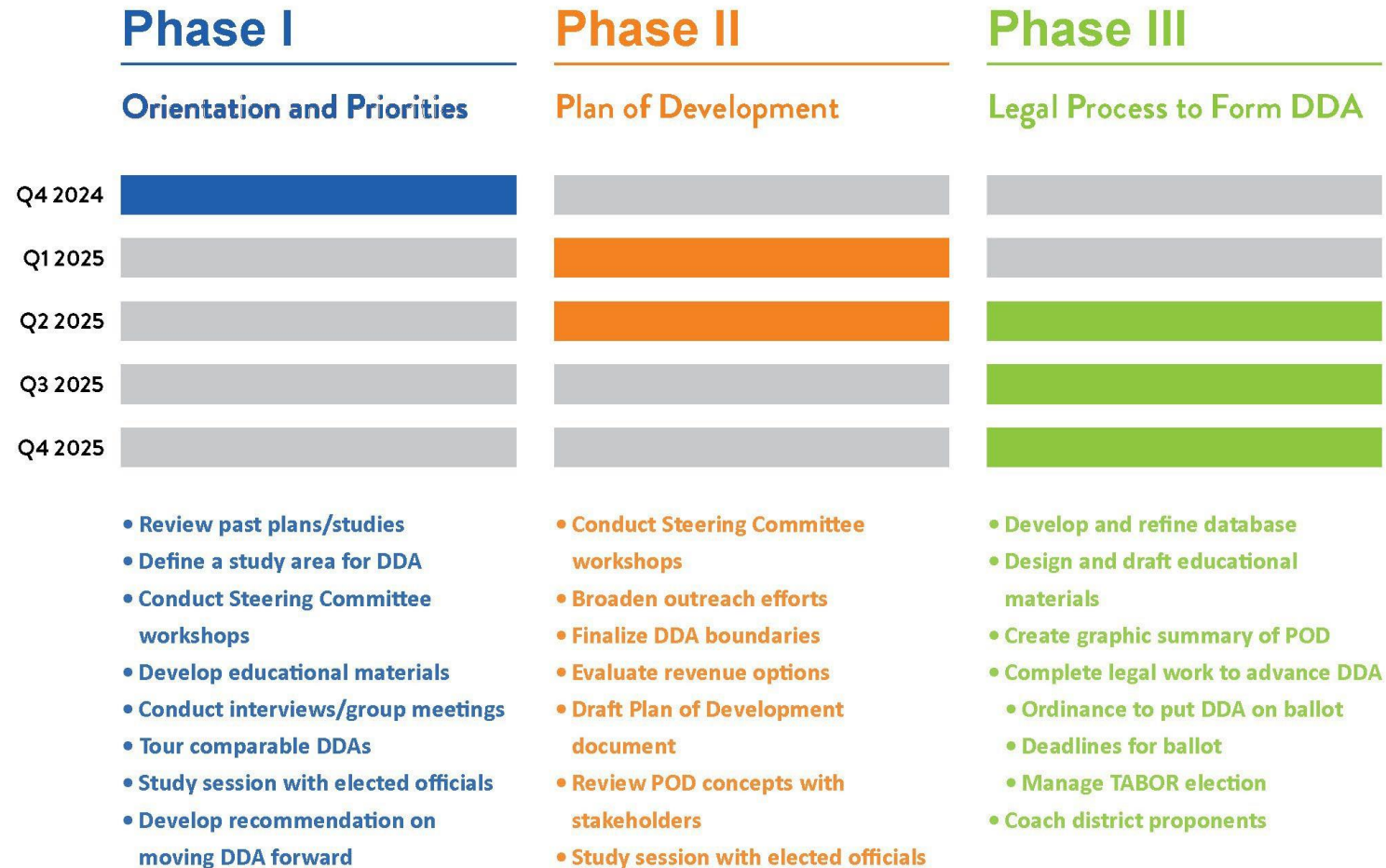
- + Quasi-public steward for downtown
- + Focus on economic vitality and attractiveness
- + District stakeholders vote on DDA creation and funding (TIF and/or mill levy)
- + District stakeholders serve on board
- + Unlike a URA, DDAs 1) do not need to establish or address conditions of blight and 2) have no power of eminent domain



HOW ARE DDAS FORMED?

1. **Feasibility** –including stakeholder outreach
2. **Downtown Plan of Development** –build consensus and identify priorities
3. **Ordinance** –ordinance is drafted that includes powers, financing methods, and election details
4. **Public hearing** –municipality holds public hearing, adopts ordinance
5. **Election:**
 - A. Voters include residents, landowners, lessees, and any person designated by a corporate entity to vote on behalf of the entity within proposed boundaries
 - B. A majority of electors must vote in favor of the DDA

BRIGHTON DDA FORMATION PROCESS





COMMUNITY ENGAGEMENT HIGHLIGHTS



A BRIGHTER
DOWNTOWN BRIGHTON

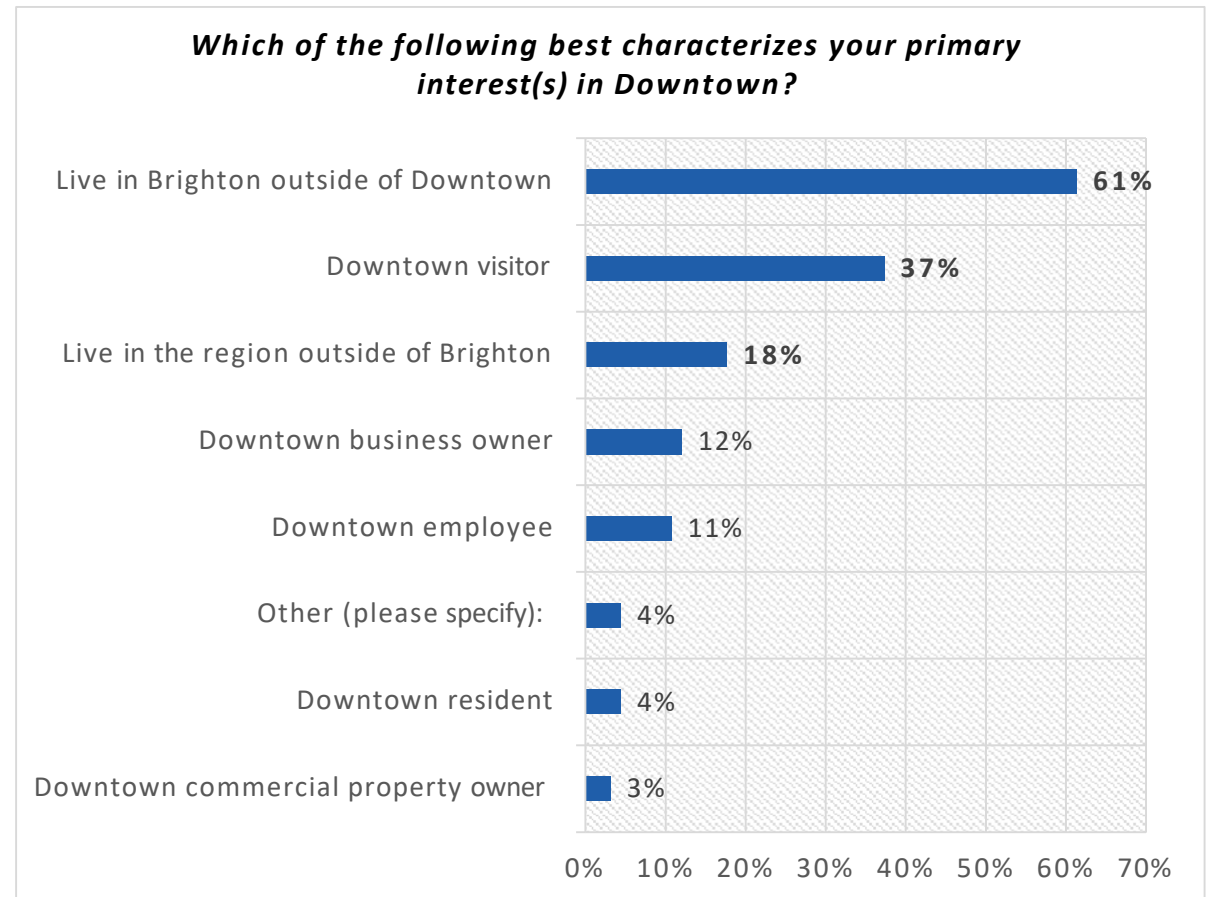
COMMUNITY ENGAGEMENT SUMMARY

- + Over **700 inputs** to-date, including:
 - Steering Committee Meetings (approx. 15 inputs)
 - Interviews with Key Stakeholders (approx. 40 inputs)
 - Downtown Partnership
 - Brighton Housing Authority
 - Brighton Chamber of Commerce
 - Brighton Economic Development Corp.
 - BURA Commission
 - City Council
 - Pop-up Events (approx. 425 inputs)
 - Online Survey (197 responses)
 - Community Open House (approx. 60 inputs)



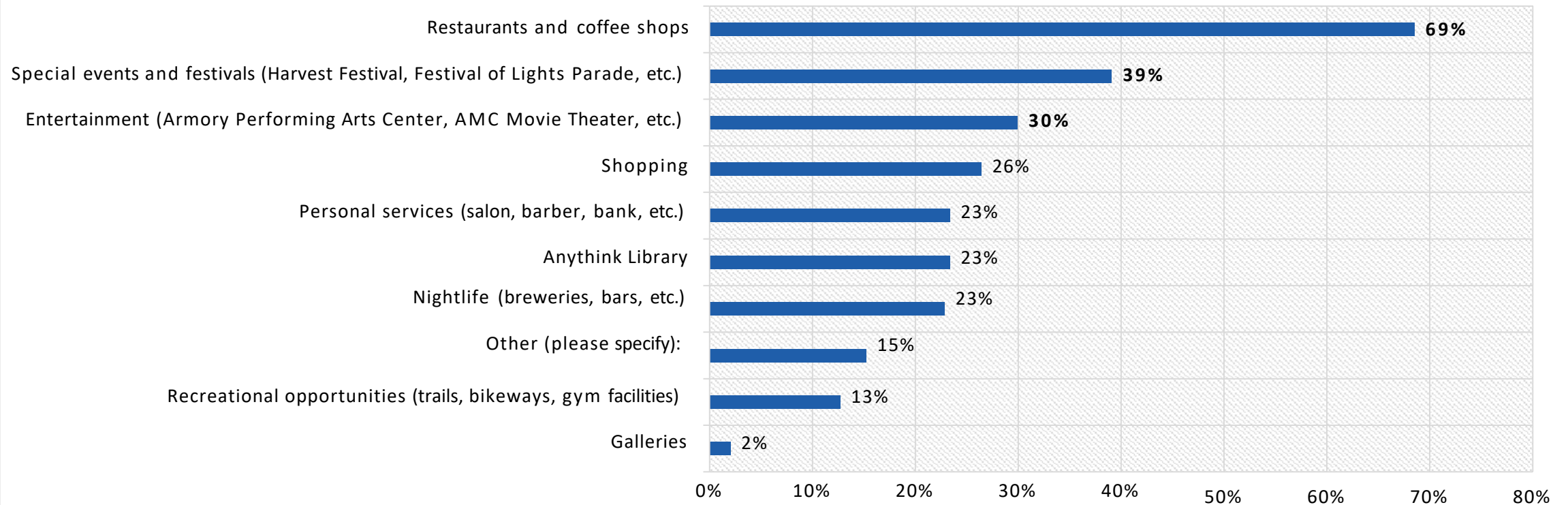
ONLINE SURVEY – WHO WE HEARD FROM

- + 197 responses
- + 56% come to Downtown once a week or more
- + Majority residents of Brighton outside of Downtown (61%)
- + 35 to 45 largest age cohort (23%), followed by 55 to 64 (21%)
- + Other demographics skew female (67%), and white (69%), and higher income (59% over \$100,000 annual household income)



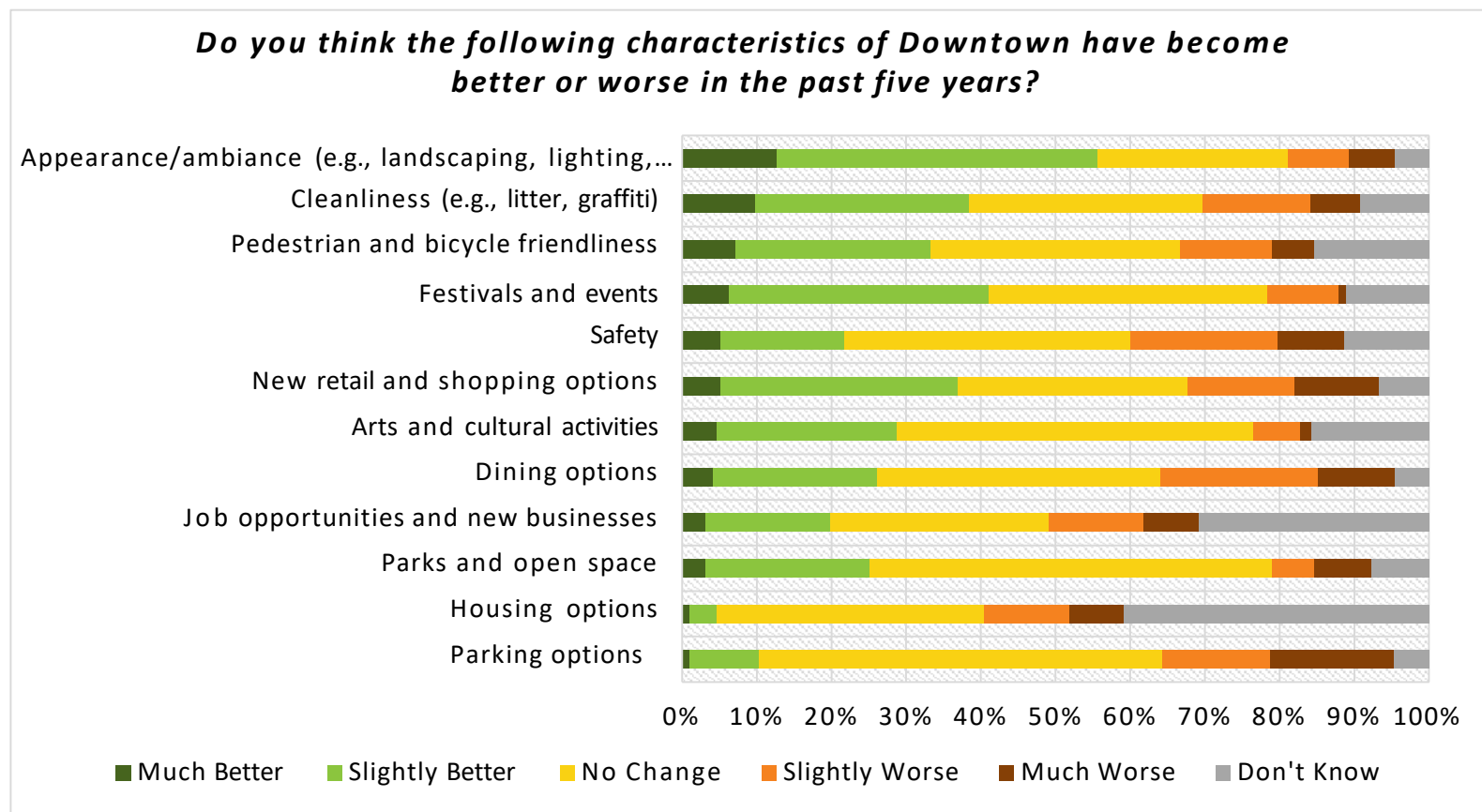
ONLINE SURVEY – DOWNTOWN TODAY

What are the top reasons you visit Downtown? (select up to three)



ONLINE SURVEY – DOWNTOWN TODAY

- + **Better:** retail and shopping options, festivals and events, cleanliness, appearance/ambiance
- + **No Change:** parking options, parks and open space, jobs/new businesses, dining options, arts and culture, safety
- + **Worse:** none
- + **Don't Know:** housing options



Looking to the future, what three words best capture your vision for Downtown in the year 2035 top responses:

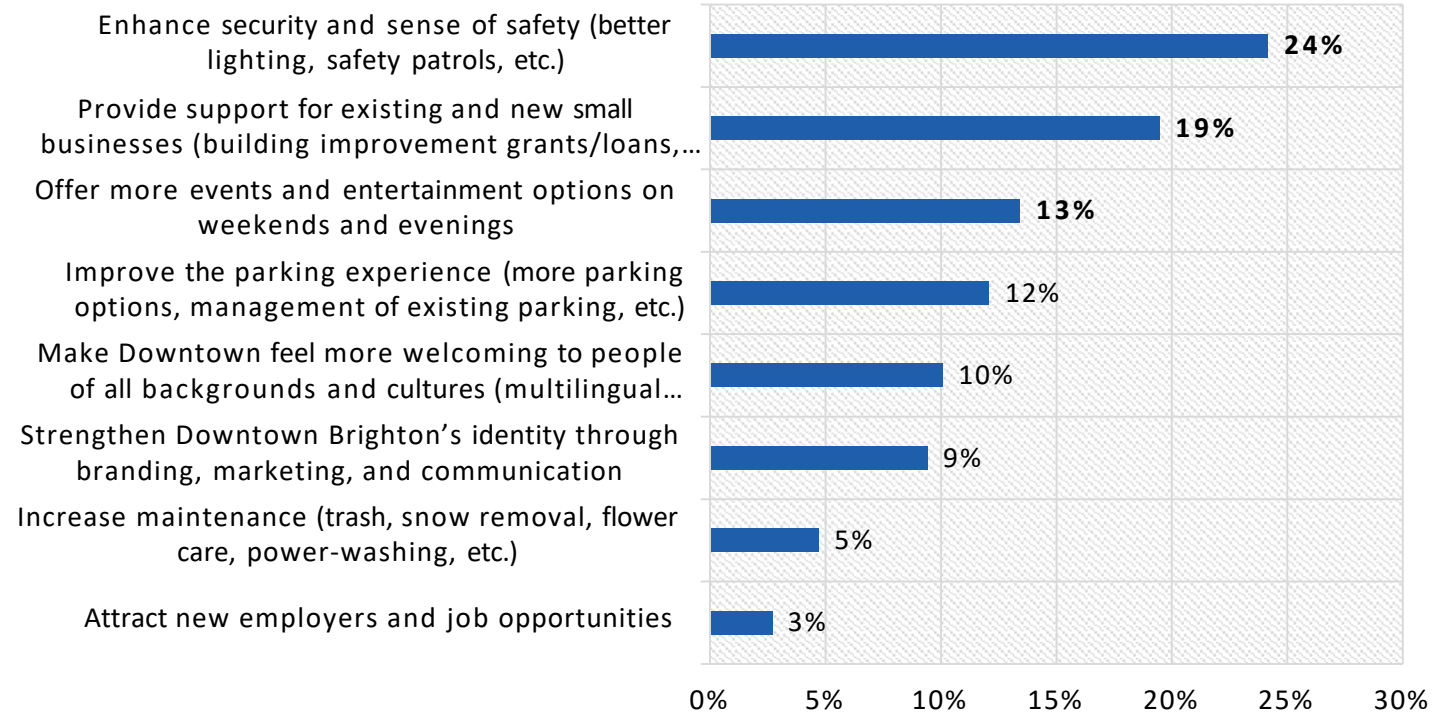
- [illegible]

ONLINE SURVEY – DOWNTOWN TOMORROW

*What is the most important **service or program** needed to achieve your vision for Downtown Brighton?*

1. Enhance security and sense of safety (24%)
2. Provide support for existing and new small businesses (19%)
3. Offer more events and entertainment options on weekends and evenings (13%)

What is the most important service or program needed to achieve your vision for Downtown Brighton?

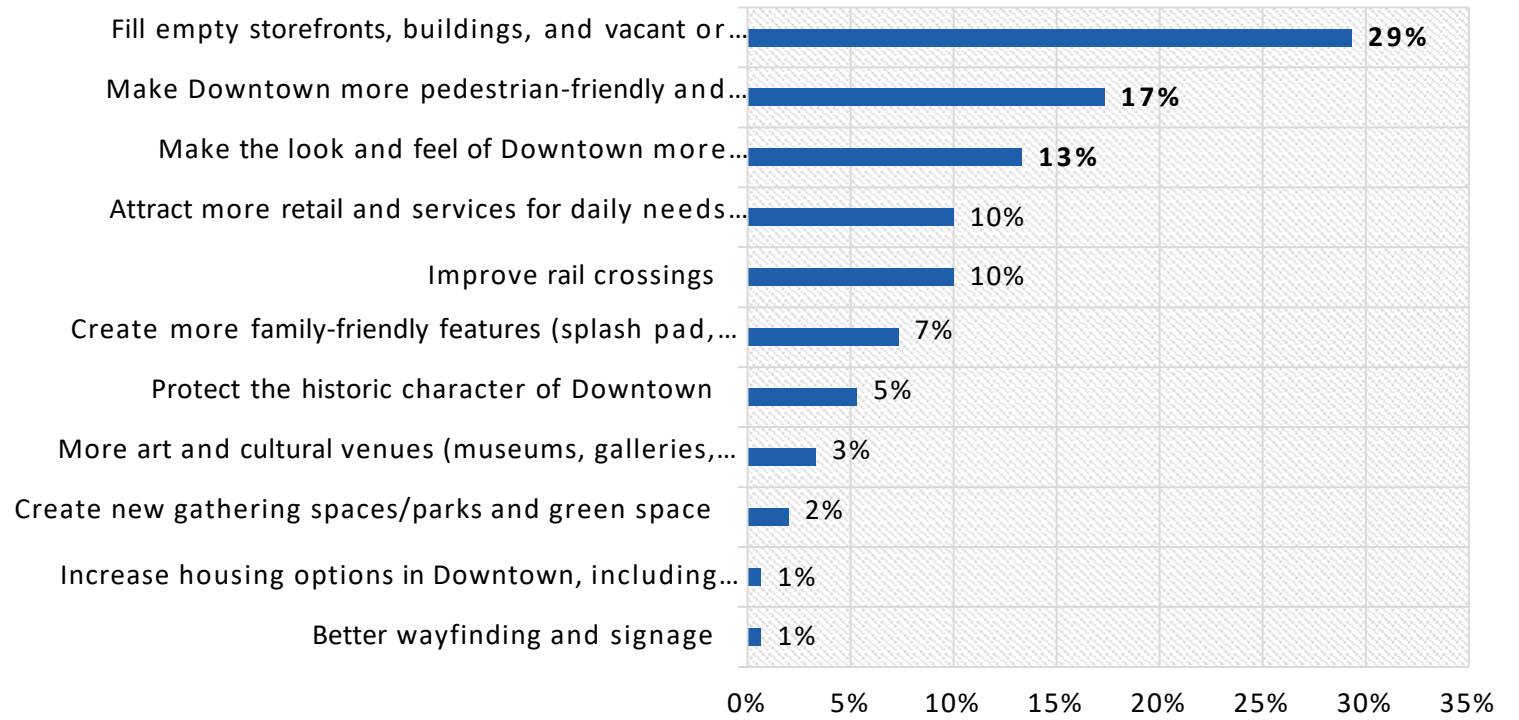


ONLINE SURVEY – DOWNTOWN TOMORROW

*What is the most important **physical improvement** needed to achieve your vision for Downtown Brighton?*

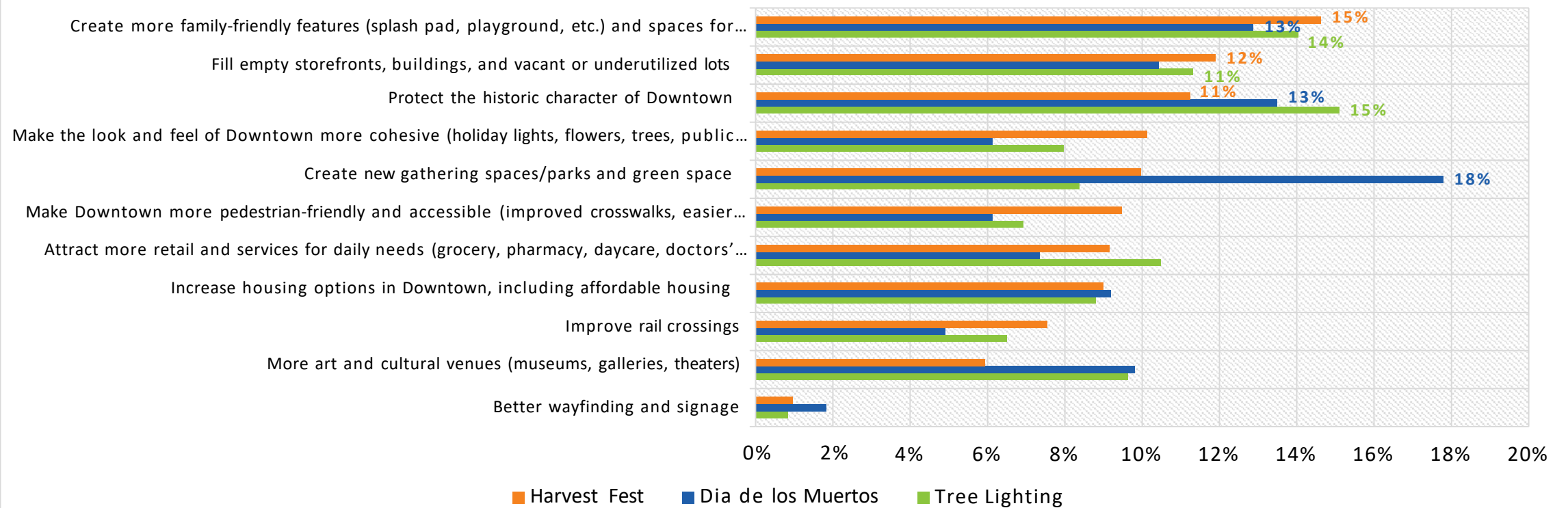
1. Fill empty storefronts, buildings, and vacant or underutilized lots (29%)
2. Make Downtown more pedestrian-friendly and accessible (17%)
3. Make the look and feel of Downtown more cohesive (13%)

*What is the most important **physical improvement** needed to achieve your vision for Downtown Brighton?*



POP-UP EVENTS

What are your top 3 physical improvement priorities for Downtown Brighton?



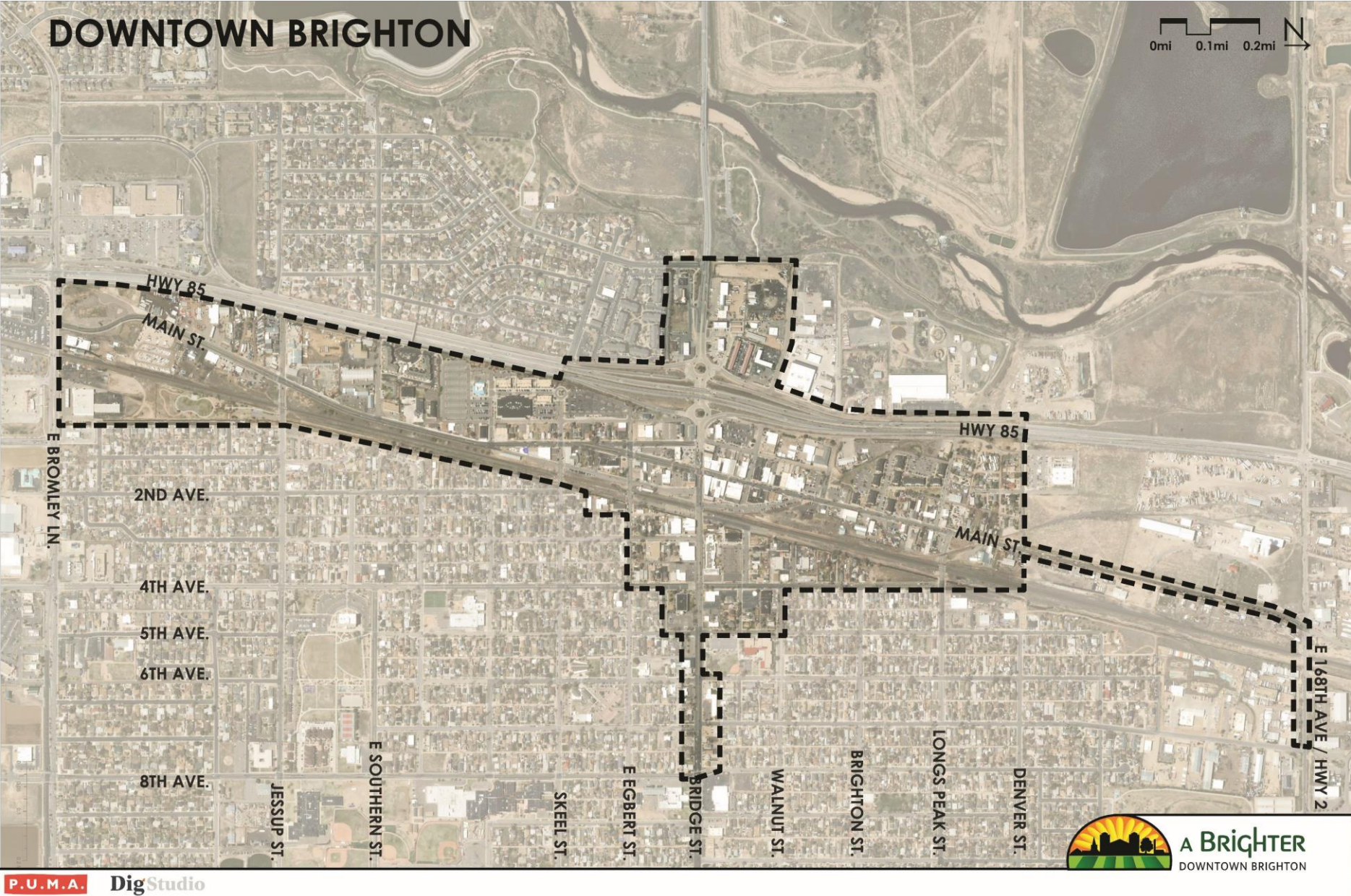


PLAN OF DEVELOPMENT



A BRIGHTER
DOWNTOWN BRIGHTON

PROPOSED DDA BOUNDARIES



PLAN OF DEVELOPMENT POLICY FRAMEWORK

Topic Areas:

- + Economic Development
- + Connectivity & Accessibility
- + Downtown Experience
- + Arts & Culture
- + A Complete Neighborhood

PLAN OF DEVELOPMENT POLICY FRAMEWORK

Topic Area: Economic Development

1. Prevent involuntary displacement of existing businesses (14 votes)
2. **Attract new locally-owned, independent, and small businesses (25 votes)**
3. **Develop and/or redevelop vacant and underutilized sites in Downtown (24 votes)**
4. Preserve existing and attract new employers and jobs (4 votes)
5. Activate opportunity sites in Downtown (5 votes)

***Top Priority**



ECONOMIC DEVELOPMENT
DESARROLLO ECONÓMICO

Goal 1: Prevent involuntary displacement of existing businesses
Meta 1: Prevenir el desplazamiento involuntario de empresas existentes

Goal 2: Attract new locally-owned, independent, and small businesses
Meta 2: Atraer nuevas empresas locales, independientes y pequeñas

Goal 3: Develop and/or redevelop vacant and underutilized spaces
Meta 3: Desarrollar y/o reactivar espacios vacíos y subutilizados

Goal 4: Preserve existing and attract new employers and jobs
Meta 4: Preservar los empleadores y empleos existentes y atraer nuevos

Goal 5: Activate opportunity sites in Downtown
Meta 5: Activar sitios de oportunidad en el centro

Vote here / Vota aquí

Please share your thoughts and comments here.
comentarios

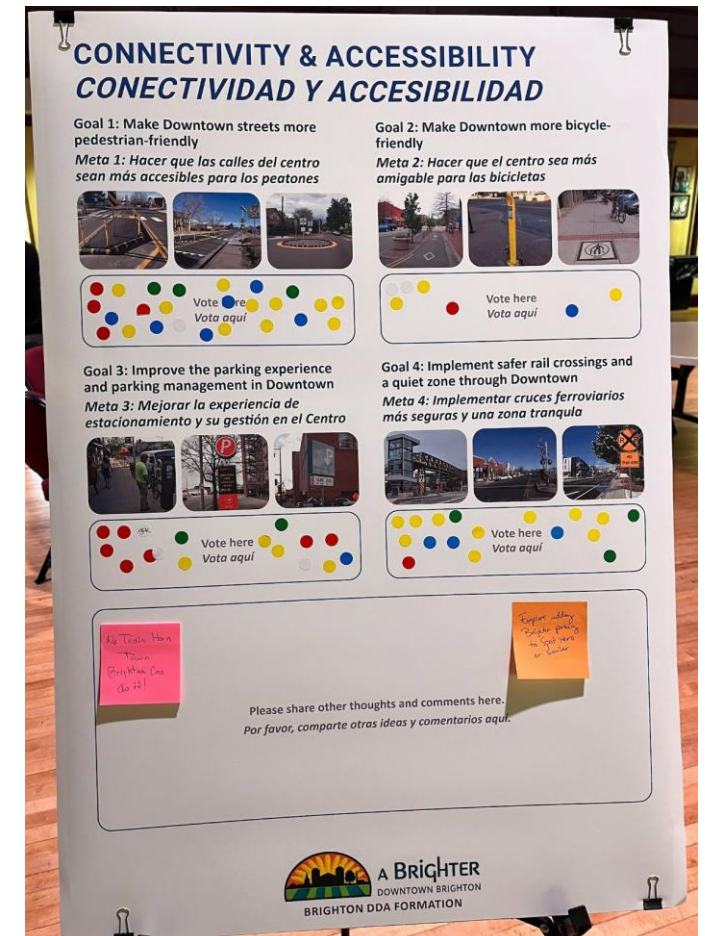
A BRIGHTER
DOWNTOWN BRIGHTON
BRIGHTON DDA FORMATION

PLAN OF DEVELOPMENT POLICY FRAMEWORK

Topic Area: Connectivity & Accessibility

1. **Make Downtown streets more pedestrian-friendly (25 votes)**
2. Make Downtown more bicycle-friendly (7 votes)
3. Improve the parking experience and parking management in Downtown (17 votes)
4. Implement safer rail crossings and a quiet zone through Downtown (17 votes)

***Top Priority**



PLAN OF DEVELOPMENT POLICY FRAMEWORK

Topic Area: Downtown Experience

1. Ensure Downtown is welcoming for people of all ages and backgrounds (16 votes)
2. Improve public safety (12 votes)
3. Ensure Downtown is clean and well-maintained (18 votes)
4. Create gateways and wayfinding signage to help people navigate Downtown (6 votes)
5. **Improve Downtown's public realm (including lighting, street furniture, activating alleys, etc.) (34 votes)**

***Top Priority**

DOWNTOWN EXPERIENCE
EXPERIENCIA EN EL CENTRO

Goal 1: Ensure Downtown is welcoming for people of all ages and backgrounds
Meta 1: Asegurar que el centro urbano sea inclusivo y bienvenido para personas de todas las edades y orígenes.

Goal 2: Improve public safety
Meta 2: Mejorar la seguridad pública

Goal 3: Ensure Downtown is clean and well-maintained
Meta 3: Asegurar que el centro esté limpio y bien mantenido

Goal 4: Create gateways and wayfinding signage to help people navigate Downtown
Meta 4: Crear puertas de enlace y señalización para facilitar la circulación por el centro.

Goal 5: Improve Downtown's public realm (including lighting, street furniture, activating alleys, etc.)
Meta 5: Mejorar el espacio público del Centro (incluyendo iluminación, mobiliario urbano, utilización de callejones, etc.)

Please share other thoughts and comments here.
Por favor, comparte otras ideas y comentarios aquí.

A BRIGHTER
DOWNTOWN BRIGHTON
BRIGHTON DDA FORMATION

PLAN OF DEVELOPMENT POLICY FRAMEWORK

Topic Area: Arts & Culture

1. Continue and expand events and programming in Downtown (34 votes)
2. Install more public art (10 votes)
3. Showcase multi-cultural resources (9 votes)
4. Support artists and creative entrepreneurs in Downtown (15 votes)

***Top Priority**

ARTS & CULTURE
ARTE Y CULTURA

Goal 1: Continue and expand events and programming in Downtown
Meta 1: Continuar y ampliar los eventos y la programación en el centro

Goal 2: Install more public art
Meta 2: Instalar más arte público

Goal 3: Showcase multi-cultural resources
Meta 3: Demostrar recursos multiculturales

Goal 4: Support artists and creative entrepreneurs in Downtown
Meta 4: Apoyar a artistas y empresarios creativos en el Centro

Vote here
Vota aquí

Vote here
Vota aquí

Vote here
Vota aquí

Vote here
Vota aquí

Please share other thoughts and comments here.
Por favor, comparte otras ideas y comentarios aquí.

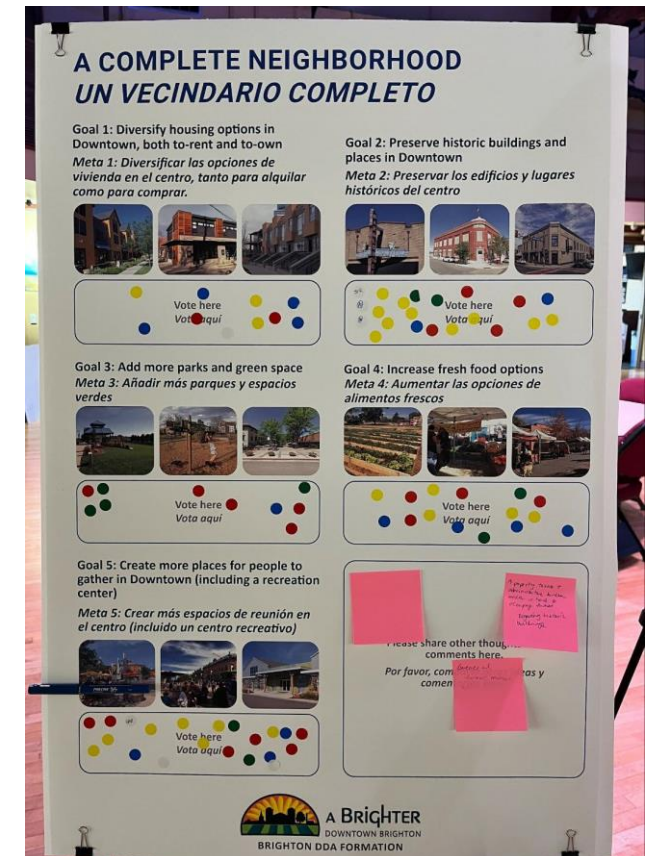
A BRIGHTER
DOWNTOWN BRIGHTON
BRIGHTON DDA FORMATION

PLAN OF DEVELOPMENT POLICY FRAMEWORK

Topic Area: A Complete Neighborhood

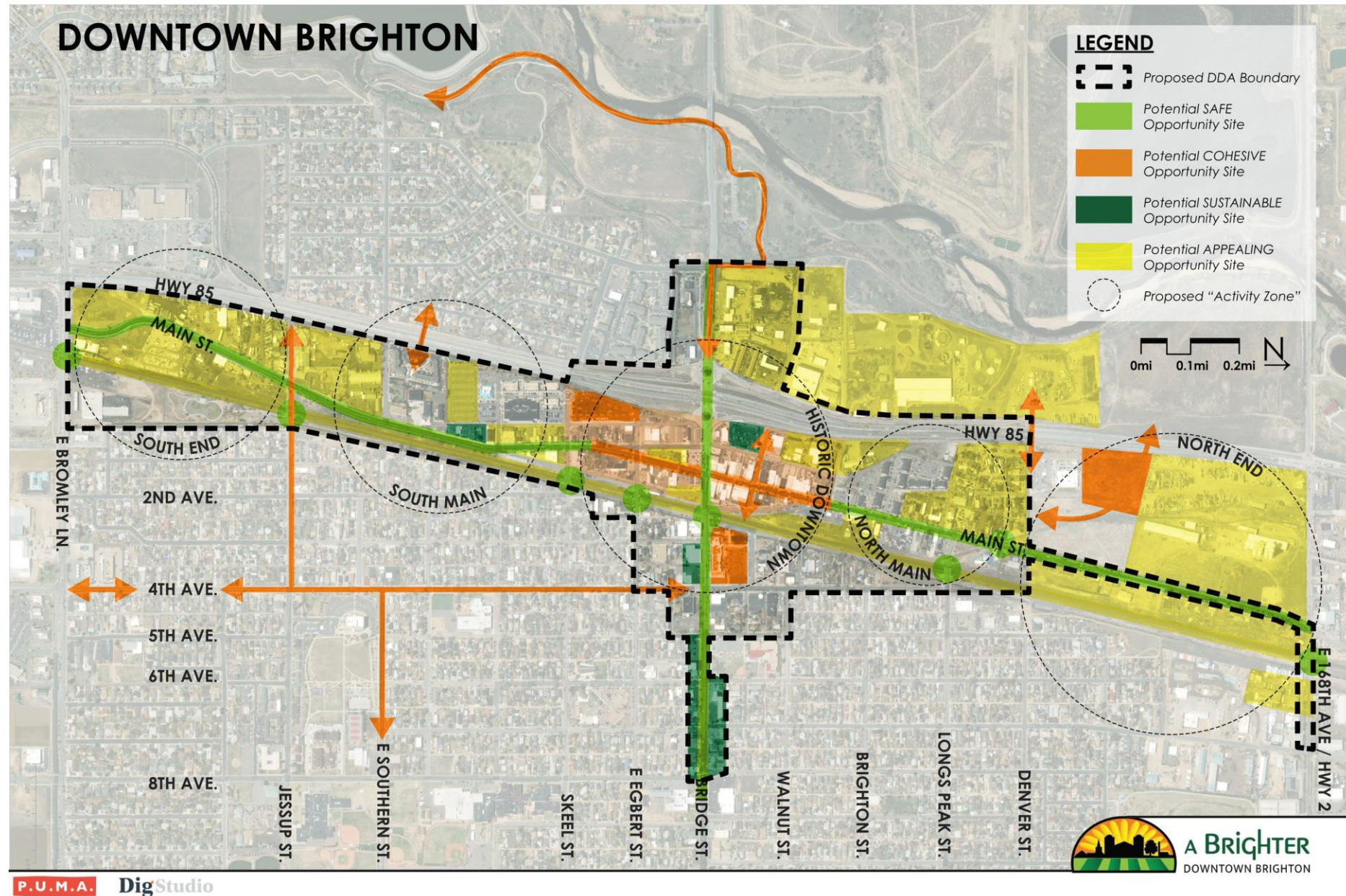
1. Diversify housing options in Downtown, both to-rent and to-own (10 votes)
2. **Preserve historic buildings and places in Downtown (21 votes)**
3. Add more parks and green space (10 votes)
4. Increase fresh food options (15 votes)
5. **Create more places for people to gather in Downtown (including a recreation center) (21 votes)**

***Top Priority**



PHYSICAL FRAMEWORK: GUIDING PRINCIPLES & OPPORTUNITY SITES

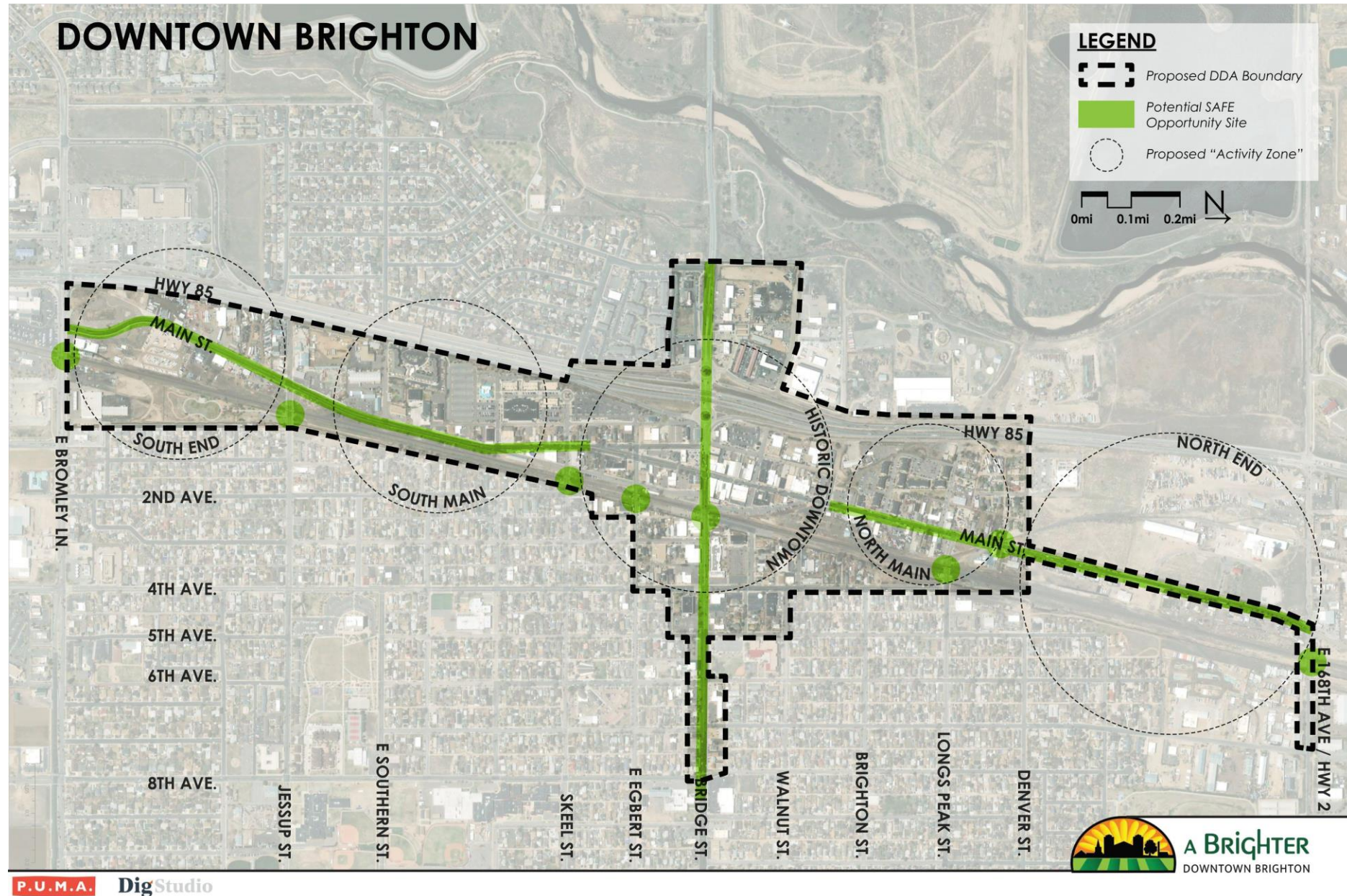
1. Safe
2. Cohesive
3. Sustainable
4. Appealing



PHYSICAL FRAMEWORK: GUIDING PRINCIPLES & OPPORTUNITY SITES

Safe

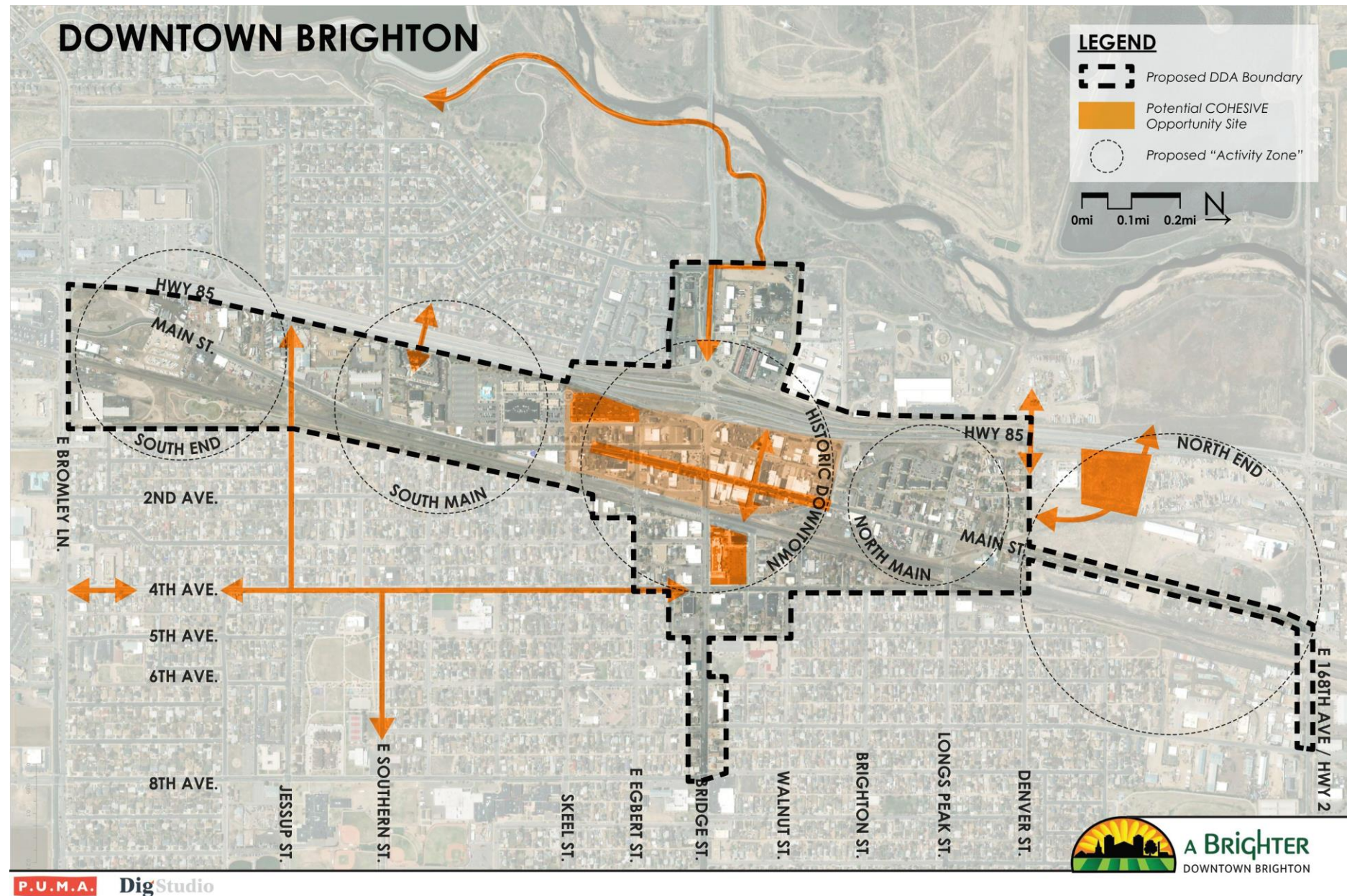
- Economic Development
- Connectivity & Accessibility
- Downtown Experience



PHYSICAL FRAMEWORK: GUIDING PRINCIPLES & OPPORTUNITY SITES

Cohesive

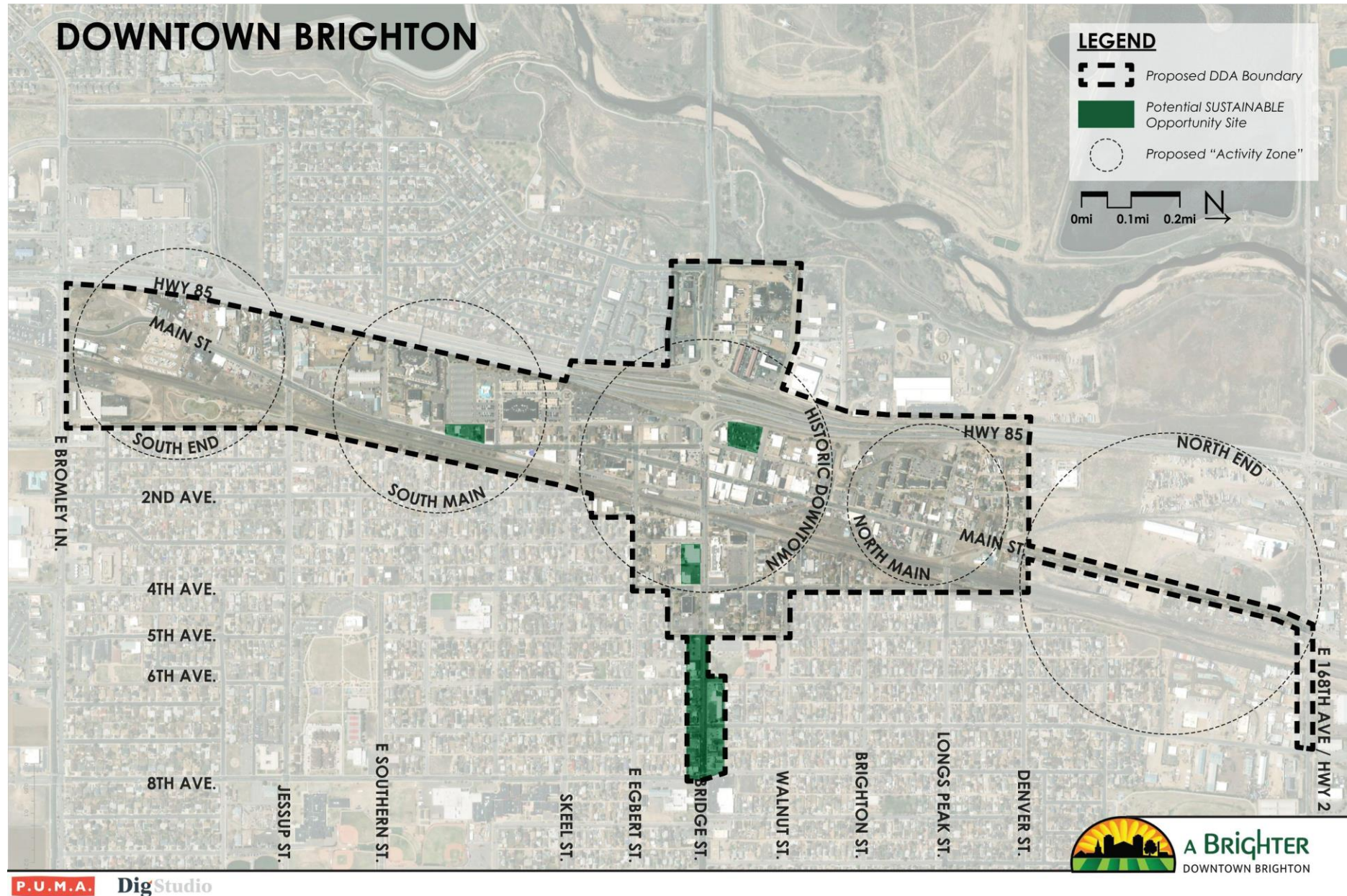
- a. Economic Development
- b. Connectivity & Accessibility
- c. Downtown Experience
- d. Arts & Culture
- e. A Complete Neighborhood



PHYSICAL FRAMEWORK: GUIDING PRINCIPLES & OPPORTUNITY SITES

Sustainable

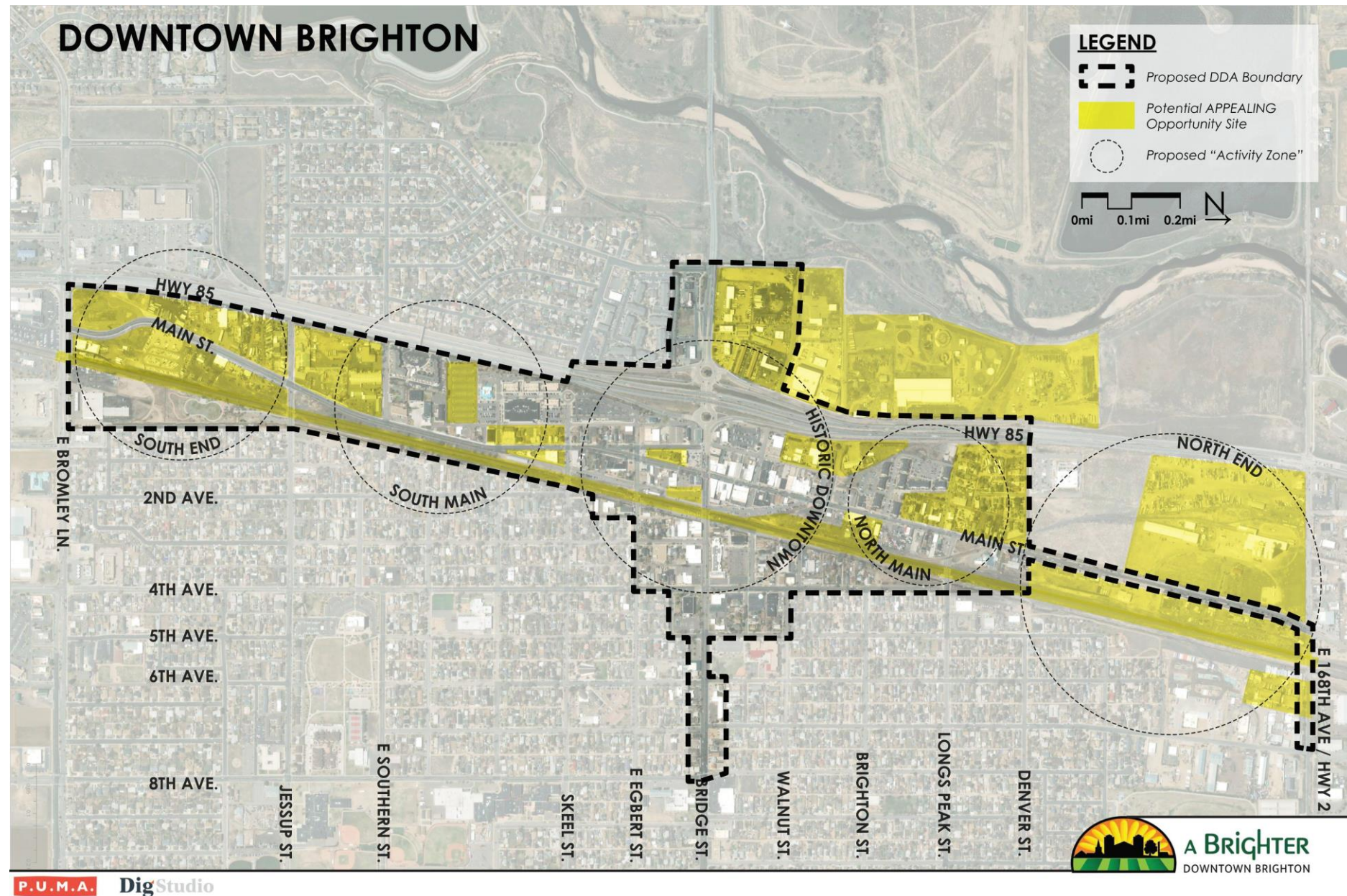
- a. Economic Development
- b. Arts & Culture
- c. A Complete Neighborhood



PHYSICAL FRAMEWORK: GUIDING PRINCIPLES & OPPORTUNITY SITES

Appealing

- a. Economic Development
- b. Connectivity & Accessibility
- c. Downtown Experience
- d. Arts & Culture
- e. A Complete Neighborhood



NEXT STEPS

- + Draft Plan of Development
- + Key stakeholder meetings on Plan of Development (City Council, BURA Commission, Downtown Partnership, EDC, etc.)
- + Decision to move forward with legal process to form DDA –June Steering Committee meeting
- + Legal process to form DDA beginning in July



LEGAL PROCESS TO FORM DDA

1. City Council adopts ordinance putting DDA questions on ballot
2. Campaign to spread awareness and understanding of vote to qualified electors
3. TABOR Election
 - People who are registered to vote in Colorado who own property, lease property, or are residents within the proposed district boundary of the DDA.
 - Registered voter residents automatically receive a ballot.
 - Entities (businesses, property owner LLCs, etc.) must submit a form designating a registered voter to vote on their behalf and request a ballot.
4. Council appoints DDA Board
5. Council approves Plan of Development

QUESTIONS?