

ORDINANCE NO. 2480
INTRODUCED BY: Snyder

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF BRIGHTON, COLORADO, AMENDING PORTIONS OF ARTICLE 9 OF THE LAND USE AND DEVELOPMENT CODE RELATING TO GATEWAY SIGNAGE

WHEREAS, the *Land Use & Development Code* (the "LUDC") contains certain provisions related to land use, zoning, design standards, including regulations related to signage throughout the City of Brighton (the "City"); and

WHEREAS, the City Council previously provided input to help create the Brighton Community Identify Design Plan (the "Plan"), which incorporates gateway and wayfinding signs throughout the City, including in public rights-of-way; and

WHEREAS, certain amendments to the LUDC are necessary to allow for the signage in the Plan; and

WHEREAS, the Planning Commission held a public hearing on June 12, 2025, to review the proposed amendments and has recommended approval;

WHEREAS, in accordance with the public notice requirements of the LUDC, a notice of public hearing was published on the City's website for no less than fifteen (15) days prior to the City Council public hearing; and

WHEREAS, at the public hearing, the City Council received and considered all relevant evidence and testimony from City staff and other interested parties, including the public at large; and

WHEREAS, the City Council has reviewed the proposed amendments to the LUDC, and has found the amendments, as provided herein, to be in the best interest of the health, safety, and welfare of the community.

NOW THEREFORE, BE IT ORDAINED by the City Council of the City of Brighton, Colorado, as follows:

Section 1. Section 9.03(M) is hereby amended as follows:

Any sign other than traffic control signs, that is erected, constructed or maintained within, over or upon a public right-of-way, except sidewalk signs in conformance with Section 9.07, other signs otherwise granted permission for such location by the City or the Colorado Department of Transportation, or signs explicitly permitted within Section 9.06 K.

Section 2. Section 9.06(K) is hereby enacted as follows:

K. Brighton Identity Signage.

Brighton identity signage is intended to generate a unique sense of place for Brighton by incorporating themed signs at gateways and themed wayfinding elements for important features throughout the City. Brighton identity signage may be located either on a site or within the right-of-way. Brighton identity signage shall not count toward the total sign allowance on a site.

1. Primary Gateway Signs.



a. *Location.* Primary gateway signs may be located at any of the following intersections:

- (1) Highway 85 and West Bridge Street (CO-7);
- (2) I-76 and East Bridge Street;
- (3) I-76 and East Bromley Lane;
- (4) I-76 and Eagle Boulevard; and
- (5) E-470 and Sable Boulevard (South 4th Avenue).

b. *Quantity and Height.*

- (1) One primary gateway sign shall be allowed per intersection.
- (2) Any quantity of artistic elements per Section 9.10 E. shall be allowed to accompany the primary gateway sign.
- (3) Primary gateway signs may not exceed 80 feet in height.

c. *Lighting.* Primary gateway signs may be internally or externally illuminated.

2. Secondary Gateway Signs.



a. *Location.*

(1) Secondary gateway signs may be located at any of the following intersections:

- (1) All intersections where the primary gateway signs are permitted;
- (2) Highway 85 and Weld County Road 4;
- (3) South 4th Avenue and East Bromley Lane;
- (4) Highway 85 and 136th Avenue; and
- (5) South 27th Avenue and 136th Avenue.

(2) Secondary gateway signs may be located at any of the following river crossings:

- (1) East 168th Avenue and the South Platte River;
- (2) E-470 and the South Platte River; and
- (3) East 120th Avenue and the South Platte River

b. *Quantity and Height.*

(1) One secondary gateway sign shall be allowed per intersection or river crossing.

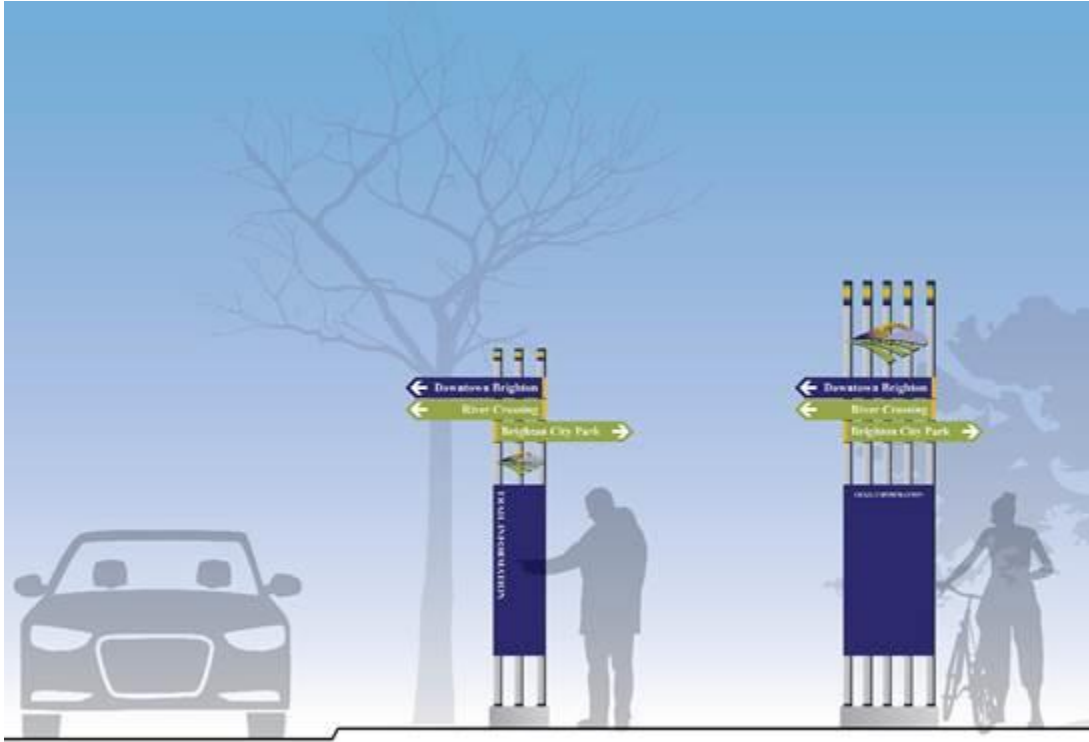
- (2) Any quantity of artistic elements per Section 9.10 E. shall be allowed to accompany the secondary gateway sign.
- (3) Secondary gateway signs may not exceed 40 feet in height.
- c. *Lighting.* Secondary gateway signs may be internally or externally illuminated.

3. Tertiary Gateway Signs.



- a. *Location.* Tertiary gateway signs may be located at any of the following intersections:
 - (1) All intersections where the primary gateway signs are permitted;
 - (2) All intersections where the secondary gateway signs are permitted;
 - and
 - (3) All river crossings where the secondary gateway signs are permitted.
- b. *Quantity and Height.*
 - (1) One tertiary gateway sign shall be allowed per intersection.
 - (2) Any quantity of artistic elements per Section 9.10 E. shall be allowed to accompany the tertiary gateway sign.
 - (3) Tertiary gateway signs may not exceed 40 feet in height.
- c. *Lighting.* Tertiary gateway signs may be internally or externally illuminated.

4. Trail Gateway Signs and Wayfinding Signs.



a. General.

(1) Trail gateway signs are intended to create clear directional guidance for local and regional trails that pass through Brighton. They are intended to mark entrances to Brighton, trailhead accesses, directions to connecting trails, and similar destinations.

(2) Wayfinding signs are intended to guide residents and visitors to local places within and around the City of Brighton. The wayfinding signs are primarily intended to be installed at a pedestrian scale and used by foot traffic but could also be located along roadways to guide drivers to different destinations.

b. *Location.* Trail gateway signs may be located at any intersection or along trails, with priority for the following intersections:

- (1) Longs Peak Street at the Fulton Ditch Trail;
- (2) East Bridge Street at the Brighton Lateral Ditch Trail;
- (3) Prairie Center Parkway at the Brighton Lateral Ditch Trail;
- (4) East 132nd Avenue at the Fulton Ditch Trail; and
- (5) East 120th Avenue at the Burlington Ditch Trail.

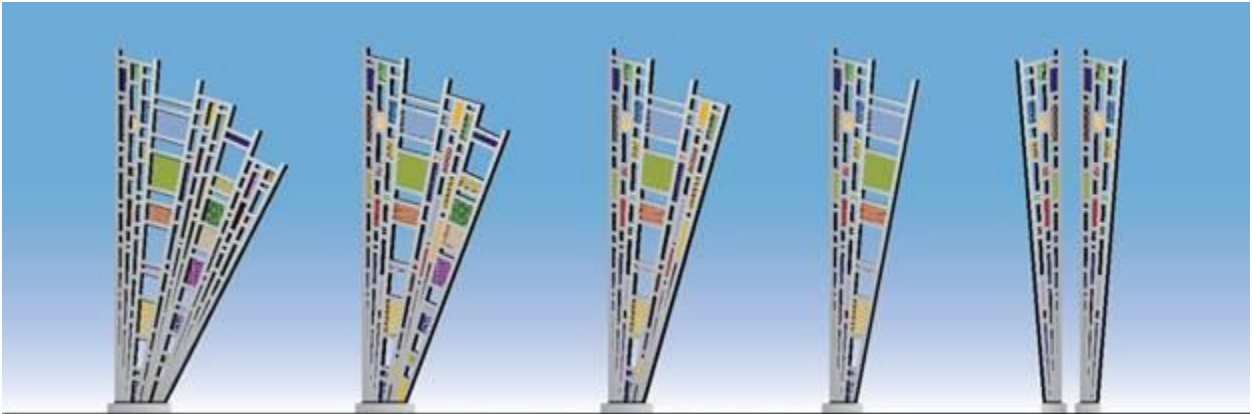
c. Wayfinding signs may be located at any intersection or along streets or along trails.

d. *Quantity and Height.*

(1) Up to four gateway and wayfinding signs shall be allowed per intersection.

- (2) Any quantity of artistic elements per Section 9.10 E. shall be allowed to accompany the trail gateway signs and wayfinding signs.
- (3) Trail gateway signs and wayfinding signs may not exceed 20 feet in height.
- e. *Lighting.* Trail gateway signs and wayfinding signs may be internally or externally illuminated.

5. Artistic Elements.



- a. *Location.* Artistic elements may be located in conjunction with any of the Brighton identity sign types as referenced in Section 9.06 K. Artistic elements may also be located independently of any additional signs.
- b. *Quantity and Height.*
 - (1) Any number of artistic elements shall be allowed per intersection.
 - (2) Artistic elements may not exceed 80 feet in height when in conjunction with a primary gateway sign.
 - (3) Artistic elements may not exceed 40 feet in height when in conjunction with a secondary or tertiary gateway sign.
 - (4) Artistic elements may not exceed 20 feet in height when in conjunction with a trail gateway sign, a wayfinding sign, or as an independent artistic element.
- c. *Lighting.* Artistic elements are not intended to be lighted.

Section 3. *Findings.* The City Council finds determines that the amendments set forth herein: (i) further the purpose of the LUDC; (ii) are in accordance with the Comprehensive Plan and have been considered for both their long-range effects and immediate impacts; (iii) promote the public safety, health, and general welfare of the community of the City of Brighton; and (iv) improve the effectiveness and efficiency of administering the LUDC.

Section 4. As provided in City Charter Section 5.9(A), this Ordinance, either as presented or as amended, shall be published in full as it was adopted prior to taking final action. This Ordinance shall be in full force and effect five days after its final publication, as provided in City Charter Section 5.8.

INTRODUCED, PASSED ON FIRST READING, AND ORDERED PUBLISHED THIS 1ST DAY OF JULY 2025.

PASSED ON SECOND AND FINAL READING, AND ORDERED PUBLISHED BY TITLE ONLY, THIS 5TH DAY OF AUGUST 2025.

CITY OF BRIGHTON, COLORADO

GREGORY MILLS, Mayor

ATTEST:

NATALIE HOEL, City Clerk

Published in the *Brighton Standard Blade*

First Publication: July 17, 2025

Final Publication: August 14, 2025

APPROVED AS TO FORM:

YASMINA GIBBONS, Deputy City Attorney