



City of Brighton 2018–2019 Business Plan



Facilities, Amenities, and Open Space The City of Brighton Will:

1. Acquire additional farmland for preservation that is aligned with the District Plan and our partnership with Adams County. Staff will present no less than semi-annual updates to the City Council on potential properties that the City may consider.
2. Identify and remove all development barriers in the Main Street Corridor, and actively pursue public/private partnerships to facilitate sustainable and inclusive redevelopment opportunities, with an emphasis on access to affordable and nutritious foods.
3. Evaluate utilization of existing recreation facilities and plan for expansion or growth opportunities to meet the needs of the community, beginning with discussion on Oasis Phase II, Eagle View Adult Center Phase II, and Recreation Center expansion.
4. Research and plan for the existing conditions and needs for maintenance facilities for Public Works, Parks & Rec, and Utilities.
5. Ensure adequate funding for ongoing maintenance and updating of existing parks and recreation facilities and infrastructure.
6. Pursue space planning and remodel for City Hall beginning with first floor (Utility Billing / Customer Connections), third floor (Communications & Engagement), and sixth floor (City Manager's Office / City Attorney's Office) to enhance service delivery.



Strong Local Employment Opportunities The City of Brighton Will:

1. Assess the impact of the four-day school week on the community, and discuss affected City services.
2. Position itself to attract high quality economic development opportunities, primary employment, and promote a diverse sales tax base.
3. Adopt and support policies that encourage high quality commercial and industrial design and development.
4. Explore the feasibility for a dedicated, predictable Lodging Tax Annual Allocation to fund Economic Development.
5. Develop and adopt a strategic incentives plan for future business attraction efforts.



Recognizable and Well-Planned Community The City of Brighton Will:

1. Develop a gateway beautification plan that includes actionable items, partnership opportunities, and specified funding sources, to begin with the Highway 85 Corridor as Phase I.
2. Establish City branding on I-76 and Hwy 85 entrances.
3. Promote, support, and advocate for redevelopment projects in the core city including areas north of Strong Street and south of Egbert Street.
4. Identify and remove development barriers in the Main Street Corridor, and actively pursue public/private partnerships to facilitate sustainable and inclusive redevelopment opportunities, with an emphasis on access to affordable and nutritious foods.
5. Actively pursue opportunities for historic preservation through identification of distinct neighborhoods, buildings, and other historical traits that shape our unique identity.
6. Develop long-range transportation plans, i.e., Bridge from 27th - 40th, Hwy 85 at Baseline and at Bromley, 120th Ave.
7. Plan for and redevelop the South Main property.
8. Emphasize city gateways and develop opportunities for distinct welcome signage, landscaping, and branding.
9. Identify priorities for place making and redevelopment, city projects; Downtown Plaza, Depot, North Main, etc.
10. Identify and adopt a strategic annexation policy.
11. Evaluate on an ongoing basis the Be Brighton Comprehensive Plan and land use code to ensure balanced land use policies.
12. Take a leading role in development near the Adams County Government Center.
13. Identify opportunities to designate districts or neighborhoods and create neighborhood plans.
14. Support the implementation of the District Plan.



Innovative, Data-Driven, Results-Focused City Government The City of Brighton Will:

1. Seek input through measurable resident and business surveys to gauge existing public trust and find meaningful improvements in order to build better collaboration between residents, businesses, and City government.
2. Evaluate the structure of the Brighton Urban Renewal Authority, and look at industry best practices, with a goal of looking for increased efficiencies, transparency, and communication, in order to facilitate continued redevelopment and revitalization.
3. Revisit all adopted master plans to evaluate the current relevance as well as to determine the successes and remaining priorities.
4. Reevaluate how we communicate with the community and incorporate into an annual communication strategy.
5. Provide transparent, efficient, and equitable processes for residents and businesses interacting with the City.
6. Promote a values-driven organization culture that reinforces ethical behavior, exercises transparency and maintains the public trust.
7. Enhance the use of performance metrics and benchmark data to assess results and program effectiveness.
8. Implement solutions for increased records management efficiencies.



9. Remain proactive at the Municipal Court, whenever new legislation is enacted.
10. Update the City's purchasing policy to meet the needs of a growing organization.
11. Address succession planning.
12. Enhance wellness initiatives in an effort to control employee benefits costs.
13. Provide best of breed software solutions to city staff to increase productivity and efficiencies.
14. Remain proactive in maintaining data confidentiality, integrity, and availability.
15. Explore opportunities for enhancements to utility billing through technology.



Safe, Active and Engaged Community

The City of Brighton Will:

1. Explore the possibility of bringing back the “Good Clean Fun” annual community event when City Council members, city staff, and community members work together to clean up our neighborhoods over one day.
2. Enhance public safety by analyzing Police Department staffing and resource needs in order to improve the level of service and match the growth of the community over the next 10 years.
3. Prioritize the implementation of the transportation master plan including completion of major bike/walking trails with connectivity to Barr Lake, Prairie Center, Canal Trail, and CO Front Range Trail.
4. Develop a public safety approach to monitoring and patrolling the ever growing open space and trail system.
5. Identify major connectivity challenges for bicycles and pedestrians and pursue a pedestrian bridge over the railroad tracks.
6. Identify a clear vision for the Police Department that addresses the ever-changing social issues in the community.
7. Position the Police Department to increase our ability to attract and retain high quality police officers in order to ensure officer safety and effectiveness.
8. Evaluate the equipment and technology needs of the Police Department necessary to provide for officer safety, effectiveness and police support.
9. Reevaluate best practices to support attainable housing and inclusionary zoning.
10. Identify and support regional initiatives and local organizations that alleviate homelessness in Brighton.
11. Enhance opportunities for resident engagement through 24/7 government services by adding additional web-based and technology applications.
12. Ensure community building through positive and proactive community engagement and outreach efforts.
13. Remain a leader in the region in engaging youth and families in the community.
14. Identify Smart City best practices and plan for implementation.
15. Evaluate the space planning needs for existing Police Department personnel and for future department growth.



Financially Responsible

The City of Brighton Will:

1. Assess, diversify, and explore all available revenue sources, while ensuring efficient management of current and future resources.
2. Prioritize services that have direct and positive impact on residents and businesses equitably across all parts of the community.
3. Transition to priority-based budgeting including the use of one-time, non-recurring revenues.



4. Develop a strategy for transitioning ongoing operating activities prior to the expiration of the Core Urban Renewal Area.
5. Provide the framework for a structurally balanced budget in FY 2019 and implement in FY 2020.
6. Evaluate the existing policy for water, wastewater and storm drainage fees for affordable and public housing.



Supportive, Sustainable Infrastructure The City of Brighton Will:

1. Inventory and resolve any existing conditions where safety may be compromised by incomplete infrastructure.
2. Plan for future growth and infrastructure maintenance needs.
3. Plan for long-term, efficient water resources.
4. Hold developers accountable for their commitments made to our community with written and enforceable development agreements.
5. Identify strategies to address major water, wastewater, and storm drainage improvements that are needed for future development.
6. Diligently seek improvements to existing water and wastewater agreements.
7. Implement a non-potable water system south of Bromley Lane for the irrigation demands of all future development.
8. Explore and study opportunities for single stream recycling and enhanced trash services.
9. Study and evaluate potential growth policies that correlate to development pressure points and utility limitations.
10. Identify a water strategy that supports the development and redevelopment needs of the community, including options for water dedication and fee in lieu.
11. Increase funding for transportation network beginning with major connectivity challenges.
12. Research and consider water treatment facilities needs and expansion.
13. Create a traffic calming policy for the City including road diets.
14. Evaluate the request by Lochbuie for an emergency interconnect with our water supply.
15. Evaluate the storm drainage challenges for future development and redevelopment opportunities.
16. Plan for improvements that support Urban Drainage and Flood Control master Plan requirements at 2nd and 3rd Creeks.
17. Explore and support opportunities for gigabit Ethernet infrastructure for business attraction and continue expanding Fiber connectivity.



Strong Regional Relationships and Partnerships The City of Brighton Will:

1. Partner with Adams County, CDOT, and other regional partners to support a better transportation network.
2. Position the City as the leader of a strong I-76 corridor, beginning with the I-76 Commerce Center and Aerotropolis regional planning efforts.
3. Identify opportunities and lay the groundwork for public private partnerships for regional entertainment and athletic facilities at Prairie Center.
4. Advocate and plan for Bus Rapid Transit.
5. Promote connectivity of regional transportation and the “last mile” to connect commuters with places of employment and residences.