

RESOLUTION NO. 2024-66

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BRIGHTON, COLORADO, APPROVING A DESIGN CONCEPT TO BE INCORPORATED INTO THE BRIGHTON COMMUNITY IDENTITY DESIGN PLAN

WHEREAS, in 2023, as directed by the City Council of the City of Brighton, Colorado (the "City Council") at a Strategic Planning Session, City staff began exploring the idea of a shared community branding design for signage, medians, roundabouts, and other modes of place recognition, to be known as the Brighton Community Identity Design Plan (the "Identity Design Plan"); and

WHEREAS, the City engaged Dig Studio to prepare the Identity Design Plan; and

WHEREAS, at the Study Session held on May 14, 2024, Dig Studio presented and received feedback from the City Council regarding the character and direction for the City, and based on this feedback, created two landscape concepts and three sign concepts; and

WHEREAS, at the Study Session held on July 9, 2024, the City Council reviewed the two landscape concepts and three sign concepts prepared by Dig Studio; and

WHEREAS, City Council desires to move forward with the third concept, as presented at the July 9, 2024 Study Session, which incorporates the modern, metal, fan-like sign ("Concept 3"), for the Identity Design Plan.

NOW THEREFORE, BE IT RESOLVED, BY THE CITY COUNCIL OF THE CITY OF BRIGHTON, COLORADO, AS FOLLOWS:

Section 1. The Concept 3 sign design as presented is hereby approved.

Section 2. This Resolution is effective as of the date of its adoption.

RESOLVED THIS 6TH DAY OF AUGUST 2024.

CITY OF BRIGHTON, COLORADO

GREGORY MILLS, Mayor

ATTEST:

NATALIE HOEL, City Clerk

APPROVED AS TO FORM:

YASMINA GIBBONS, Deputy City Attorney