



Meeting Purpose

Purpose of Engagement Window #2

- Explore future growth scenarios for Brighton
- Test draft vision and community values
- Gather feedback on growth scenarios
- Understand community priorities and tradeoffs

How we engaged the community:

- Community Workshops
- Community Open House
- Advisory Group Meeting
- Surveys

Dates

Community Workshops

- Monday, March 9th (morning - afternoon)

Community Open House

- Monday, March 9th (evening)

Advisory Group Meeting

- Wednesday, March 11th

Survey

- Open from March 9-23



Station 6 CREATE YOUR OWN SCENARIO / CREA TU PROPIO ESCENARIO *Preservation 3 Responsible Growth*

How to Play the Game / Cómo Jugar el Juego

Must Accommodate / Debe acomodar

10,512
6,540

How well do they align with Brighton's values?

LEGEND / LEYENDA

- OPPORTUNITY AREA / ÁREA DE OPORTUNIDAD
- AREA OF STABILITY / ÁREA DE ESTABILIDAD

How to Play the Game / Cómo Jugar el Juego

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- OPPORTUNITY AREA / ÁREA DE OPORTUNIDAD
- AREA OF STABILITY / ÁREA DE ESTABILIDAD

Commercial / Comercial

Low Density Residential / Residential de Baja Densidad

Mid Density Residential / Residential de Densidad Media

Park / Plaza / Open Space / Parque / Plaza / Espacio Abierto

Office / Oficinas

Mixed Use / Uso Misto

Art / Artes

Public Places & Plazas / Lugares públicos y plazas

Industrial / Industrial

Brighton COMMUNITY WORKSHOP 2 / TALLER COMUNITARIO 2

Station 6 CREATE YOUR OWN SCENARIO / CREA TU PROPIO ESCENARIO *Brighten Brighton*

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Brighton COMMUNITY WORKSHOP 2 / TALLER COMUNITARIO 2

Station 6 CREATE YOUR OWN SCENARIO / CREA TU PROPIO ESCENARIO *We ♥ Brighton!*

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Brighton COMMUNITY WORKSHOP 2 / TALLER COMUNITARIO 2

Scenario Planning



Growth Context

Scenario planning explores and evaluates potential future developments and outcomes in a city by creating multiple possible scenarios based on driving forces about key factors like population growth, economic trends, and the community vision.

Based on State Demographer and Bureau of Labor Statistics estimates, in the next 20 years, Brighton is anticipated to add 16,512 residents and 6,540 jobs.



Population Growth / Crecimiento de Población

Measures how much Brighton's total population is increasing over time, providing a baseline for overall growth pressure on housing, services, and infrastructure.

Mide cuánto aumenta la población total de Brighton con el tiempo, y sirve como una línea base para entender la presión general sobre la vivienda, los servicios y la infraestructura.



Household Growth / Crecimiento de Hogares

Tracks the number of new households added, helping evaluate housing demand and changes in living patterns beyond population alone.

Registra el número de nuevos hogares, lo que ayuda a evaluar la demanda de vivienda y los cambios en los patrones de convivencia más allá de la población total.



Job Growth / Crecimiento de Empleo

Measures the increase in local employment, indicating economic vitality and the city's ability to support residents with nearby jobs.

Mide el aumento del empleo local, lo que indica la vitalidad económica y la capacidad de la ciudad para ofrecer empleos cercanos a sus residentes.



Land Value per Acre / Valor Del Suelo Por Acre

Shows the average value of land by acre, helping compare how efficiently land is used across different scenarios.

Muestra el valor promedio del suelo por acre, lo que ayuda a comparar qué tan eficientemente se utiliza la tierra entre distintos escenarios.



Average Home Price / Precio Promedio de Vivienda

Represents the typical cost of a home, serving as a baseline indicator of housing affordability and market conditions.

Representa el costo típico de una vivienda y sirve como un indicador base de la asequibilidad de la vivienda y las condiciones del mercado.



Mode Split / Distribución Modal

Shows how people travel by different modes (driving, transit, walking, biking), helping evaluate transportation choice and system balance.

Muestra cómo se desplazan las personas entre distintos modos de transporte (auto, transporte público, caminar, bicicleta), ayudando a evaluar la elección modal y el equilibrio del sistema.



Water Efficiency / Eficiencia Con El Uso De Agua

Measures how efficiently water is used across development, providing a baseline for sustainability and long-term resource management.

Mide qué tan eficientemente se utiliza el agua en el desarrollo, proporcionando una línea base para la sostenibilidad y la gestión de recursos a largo plazo.



Emissions / Emisiones

Measures the amount of greenhouse gases produced by community activities, providing a baseline to understand environmental impacts and track progress toward climate and sustainability goals.

Mide la cantidad de gases de efecto invernadero producidos por las actividades de la comunidad, proporcionando una línea base para comprender los impactos ambientales y monitorear el progreso hacia los objetivos climáticos y de sostenibilidad.



Energy Use / Uso de Energía

Measures the amount of energy consumed across buildings, transportation, and infrastructure, providing a baseline for efficiency improvements and long-term sustainability planning.

Mide la cantidad de energía consumida en edificios, transporte e infraestructura, proporcionando una línea base para mejorar la eficiencia y apoyar la planificación sostenible a largo plazo.

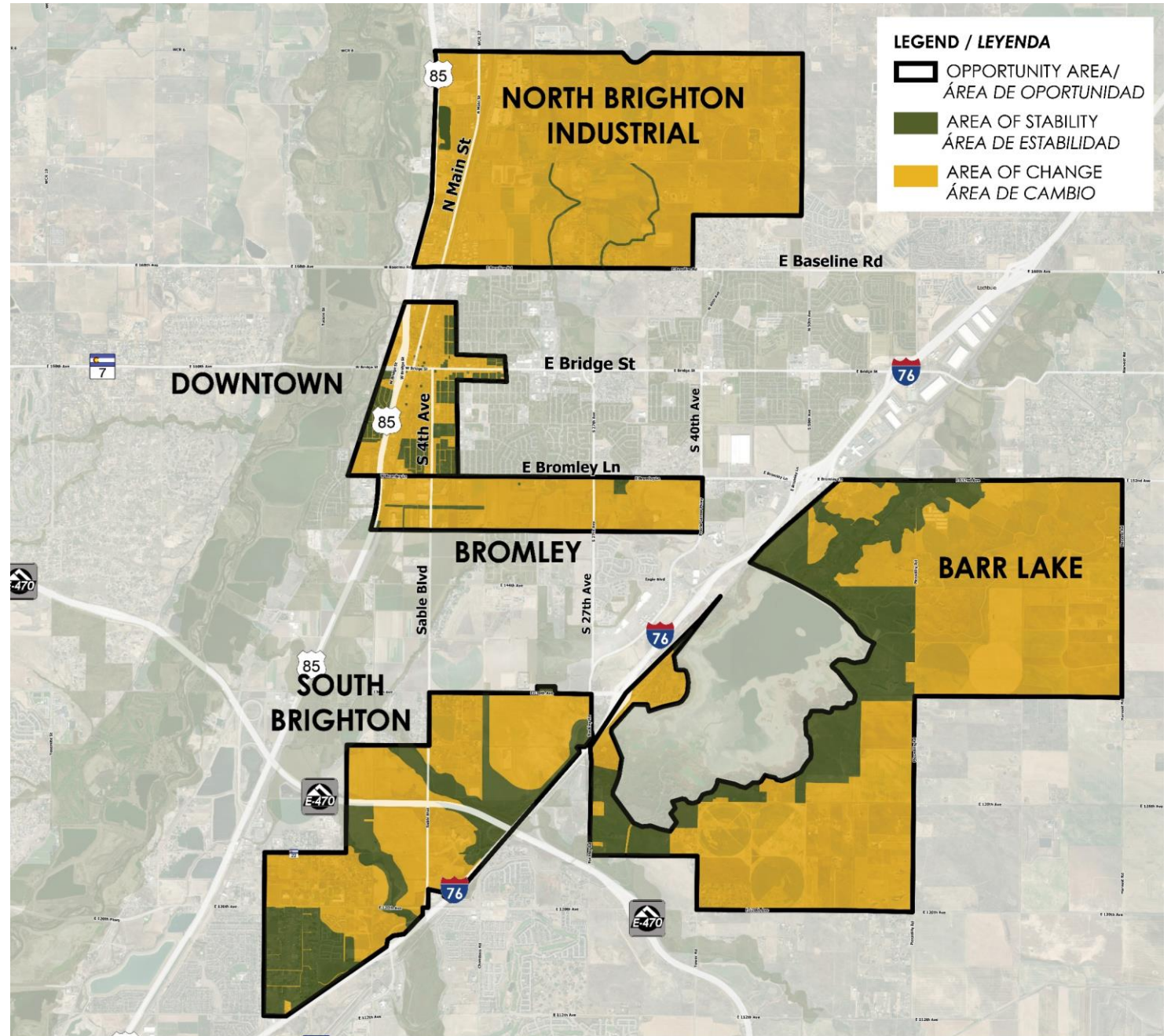
Scenario Overview

Scenario A: Edge Expansion or Limited Growth

Scenario B: Corridor & Center Intensification

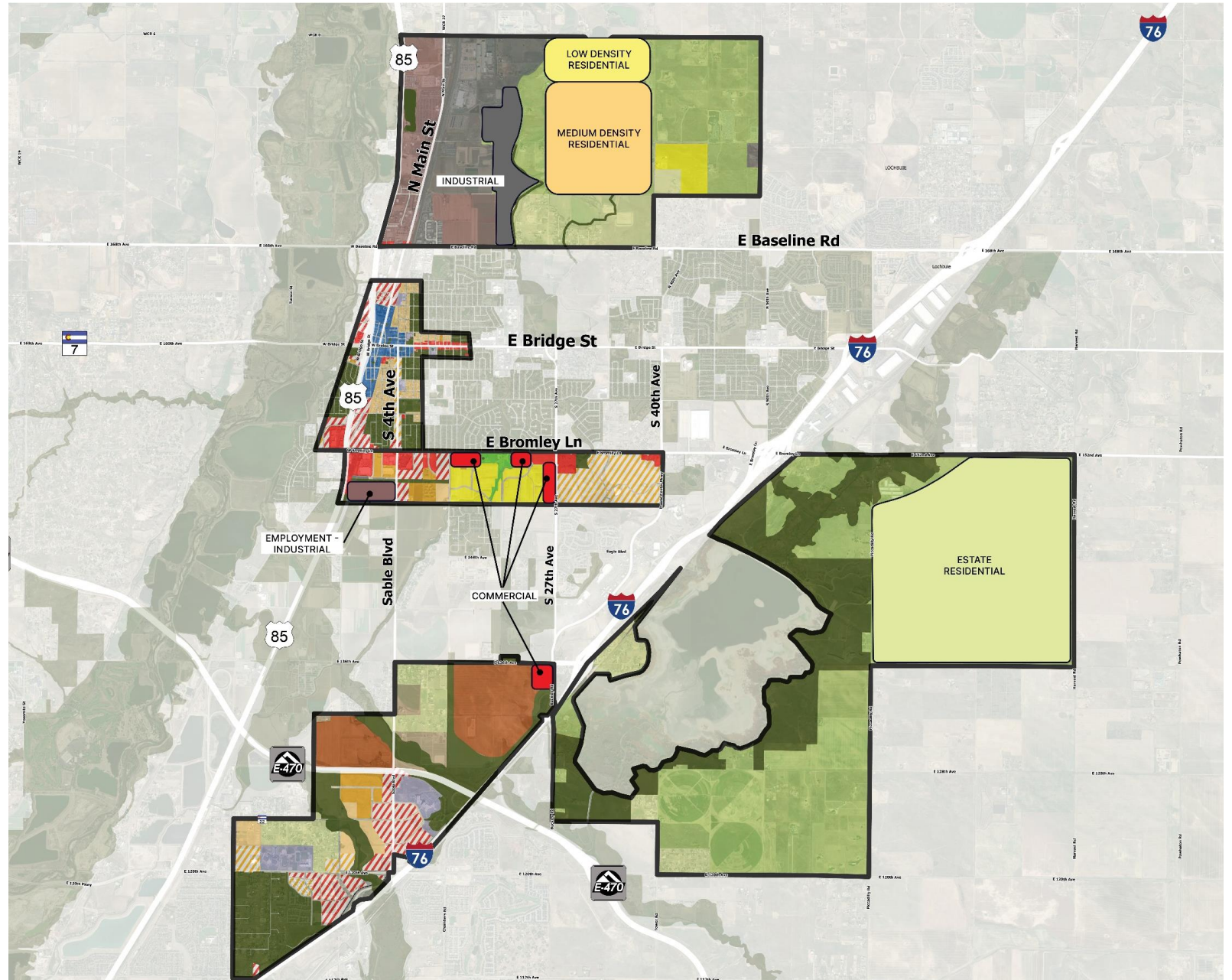
Scenario C: Compact, Diverse & Attainable Brighton

Scenarios explored
5 Opportunity Areas



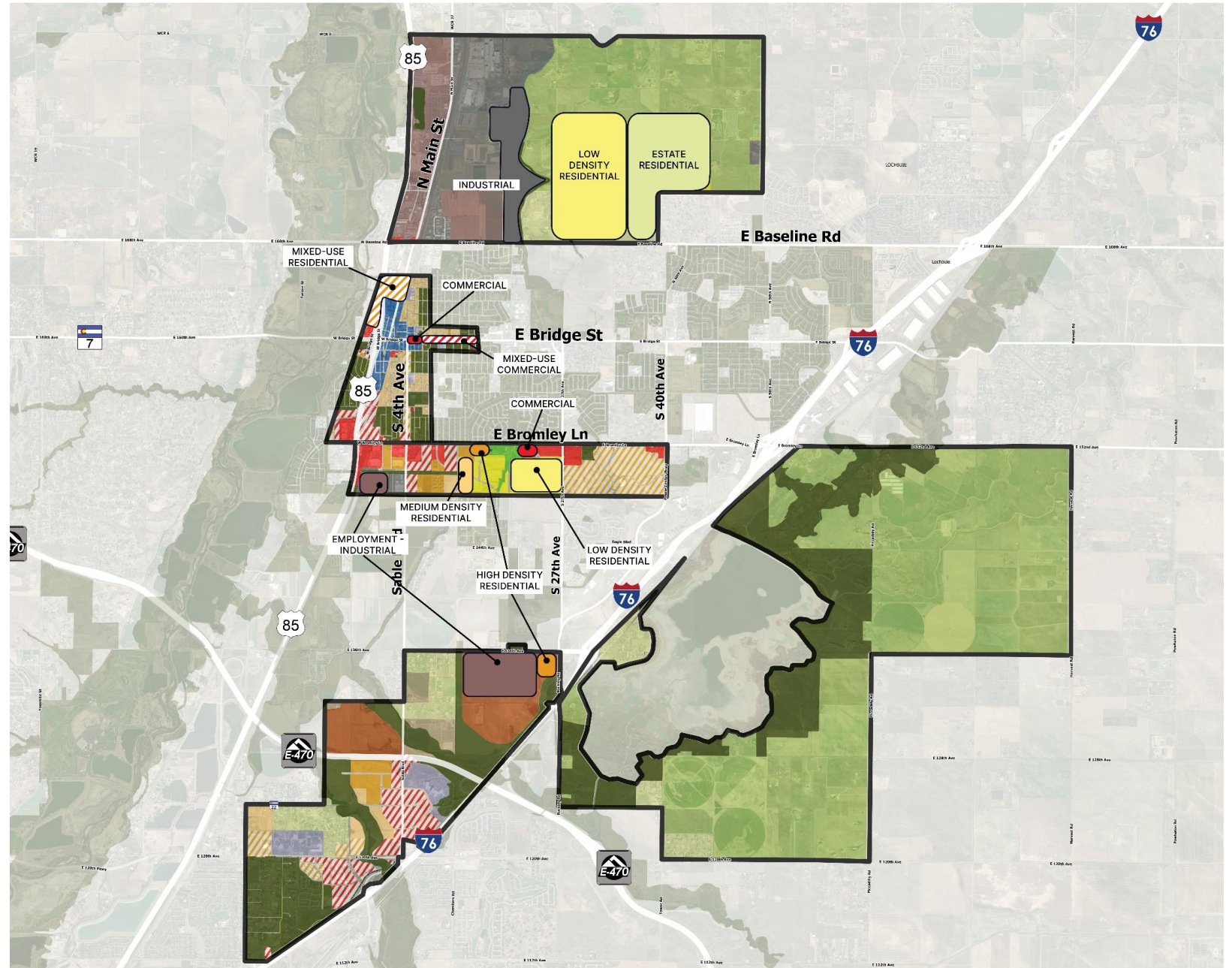
Scenario A: Edge Expansion & Limited Growth

- Slower growth
- Most new homes and businesses follow existing patterns
- Focus on protecting farmland, open space, and the city's small-town feel
- Fewer housing choices and jobs are added, and many residents continue to commute to work outside the city



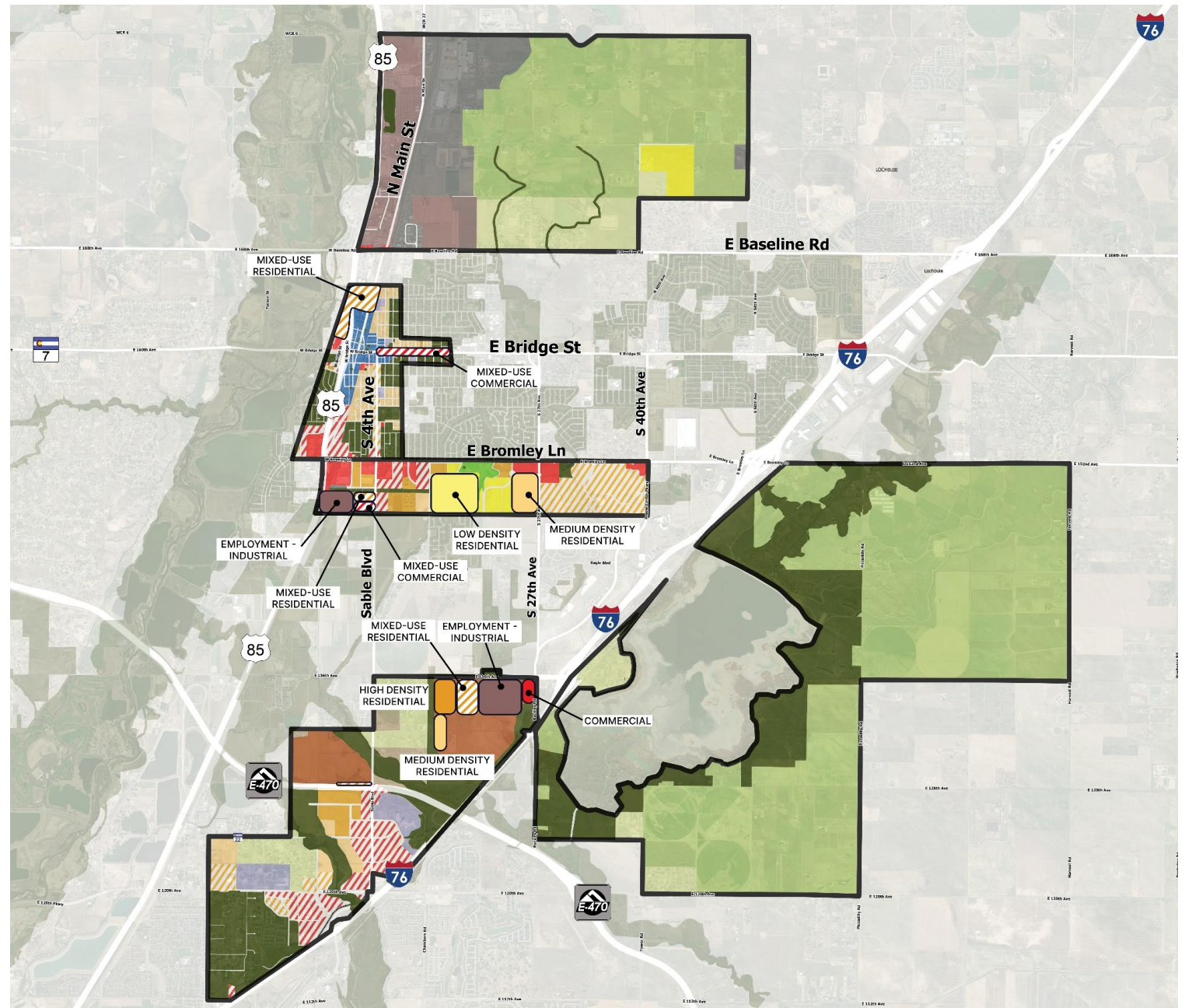
Scenario B: Corridor & Center Intensification

- Growth along major roads and key areas instead of spreading outward
- Adds more housing choices, jobs, and transportation options
- Keep existing neighborhoods
- Brighton is able to support new development while protecting more farmland and open space



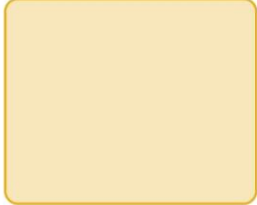


Scenario C: Compact, Diverse & Attainable Brighton

- Concentrates growth in Downtown and near transit stops to create walkable, mixed-use centers
- More homes, jobs, shops, and services are placed close together, making it easier to walk, bike, or take transit
- Supports affordability and sustainability
- Largest change in the look and feel of Brighton



Scenario Preferences: Mixed Results on Growth

- No single preferred scenario stood out
 - Most preferred Scenarios A and B from Open House
 - Overall, most gave feedback on a hybrid approach
- Preference for a phased, strategic growth
 - Growth tied to infrastructure capacity
 - Density supported by transit/services
 - Avoid corridor overcrowding
 - Protect sensitive natural areas

TELL US YOUR PREFERRED SCENARIO <small>CUÉNTENOS: ¿CUÁL ES SU ESCENARIO PREFERIDO?</small>	POPULATION & HOUSEHOLDS <small>Población y hogares</small>	ECONOMICS <small>Economía</small>	ENVIRONMENT <small>Medio ambiente</small>	TRANSPORTATION <small>Transporte</small>
SCENARIO A: EDGE EXPANSION <small>ESCENARIO A: EXPANSIÓN EN LOS BORDES</small>  <small>Place a dot in the box if this is your preferred scenario! Coloque un punto en el recuadro si este es su escenario preferido.</small>	16,641 Population growth <small>Crecimiento de población</small> 5,679 Housing units <small>Unidades de vivienda</small>	6,320 Job growth <small>Crecimiento del empleo</small> \$586,382 Average home price <small>Precio promedio de la vivienda</small>	2,446,154 Average additional water demand per day (gallons) <small>Demanda promedio adicional de agua por día (galones)</small> 1,980,913 Average additional energy use (MMBtu per capita) <small>Consumo promedio de energía</small> 161,461 Average additional emissions per capita (m ³ CO ₂ e per capita) <small>Emisiones promedio per cápita</small>	More vehicle-oriented travel <small>Viajes más orientados a los vehículos</small>
SCENARIO B: CORRIDOR & CENTER INTENSIFICATION <small>ESCENARIO B: INTENSIFICACIÓN DE CORREDORES Y CENTROS</small>  <small>Place a dot in the box if this is your preferred scenario! Coloque un punto en el recuadro si este es su escenario preferido.</small>	22,606 Population growth <small>Crecimiento de población</small> 7,715 Housing units <small>Unidades de vivienda</small>	9,261 Job growth <small>Crecimiento del empleo</small> \$444,521 Average home price <small>Precio promedio de la vivienda</small>	3,323,041 Average additional water demand per day (gallons) <small>Demanda promedio adicional de agua por día (galones)</small> 2,691,022 Average additional energy use (MMBtu per capita) <small>Consumo promedio de energía</small> 219,340 Average additional emissions per capita (m ³ CO ₂ e per capita) <small>Emisiones promedio per cápita</small>	Increase transportation options with the future regional transit along 27th, with a focus creating hubs on Bridge and Bromley <small>Aumentar las opciones de transporte con el futuro tránsito regional a lo largo de la calle 27, con un enfoque en la creación de centros en Bridge y Bromley</small>
SCENARIO C: COMPACT & DIVERSE <small>ESCENARIO C: COMPACTO Y DIVERSO</small>  <small>Place a dot in the box if this is your preferred scenario! Coloque un punto en el recuadro si este es su escenario preferido.</small>	28,922 Population growth <small>Crecimiento de población</small> 9,871 Housing units <small>Unidades de vivienda</small>	10,963 Job growth <small>Crecimiento del empleo</small> \$453,909 Average home price <small>Precio promedio de la vivienda</small>	4,251,513 Average additional water demand per day (gallons) <small>Demanda promedio adicional de agua por día (galones)</small> 3,442,905 Average additional energy use (MMBtu per capita) <small>Consumo promedio de energía</small> 280,625 Average additional emissions per capita (m ³ CO ₂ e per capita) <small>Emisiones promedio per cápita</small>	Increase transportation options with higher density housing center and overall connectivity for walkability and bikeability <small>Aumentar las opciones de transporte con un centro de viviendas de mayor densidad y conectividad general para transitabilidad a pie y en bicicleta.</small>

“Create Your Own Scenario” Exercise

- Participants mapped preferred land uses
- Identified housing, jobs, open space, amenities
- Discussed tradeoffs:

- Growth
- Transportation
- Character
- Environment

How to Play the Game / Cómo Jugar el Juego

Your participation will help shape Brighton's future growth. This activity allows you to explore how different land use choices affect housing, jobs, transportation, and community character. The goal is to create a balanced and realistic future scenario that reflects your priorities and values for Brighton. Tu participación ayudará a dar forma al crecimiento futuro de Brighton. Esta actividad le permite explorar cómo diferentes decisiones de uso del suelo influyen en la vivienda, el empleo, el transporte y el carácter de la comunidad. El objetivo es crear un escenario futuro equilibrado y realista que refleje sus prioridades y valores para Brighton.

Step 1: Review the Map / Paso 1: Revisa el Mapa

Take a moment to review the map, which highlights Brighton's key Opportunity Areas where future growth and change could occur, as well as areas intended to remain stable. Tómese un momento para revisar el mapa, el cual destaca las principales Áreas de Oportunidad de Brighton donde podría ocurrir el crecimiento y el cambio en el futuro, así como las áreas destinadas a mantenerse estables.

Each sticker represents a different land use type (such as housing, employment, mixed-use, or open space). The sticker color and legend show the approximate number of housing units or jobs each land use could support. Think individually first, then discuss as a group how you want Brighton to grow in the future before placing any stickers. Cada calcomanía representa un tipo diferente de uso del suelo (como vivienda, empleo, uso mixto o espacio abierto). El color y la leyenda muestran el número aproximado de viviendas o empleos que cada uso del suelo podría apoyar. Primero reflexione de manera individual y luego converse en grupo sobre cómo quieren que Brighton crezca antes de colocar las calcomanías.

Place stickers on the map to represent your vision for Brighton's future. You may mix and match land uses and do not need to use every sticker. However, your group should meet the minimum housing and employment targets shown to reflect anticipated future growth. Coloque las calcomanías en el mapa para representar su visión del futuro de Brighton. Puede combinar diferentes usos del suelo y no es necesario utilizar todas las calcomanías. Sin embargo, su grupo debe cumplir con las metas mínimas de vivienda y empleo indicadas para reflejar el crecimiento futuro previsto.

Every land use decision involves tradeoffs. Consider how housing density affects land consumption, how the location of jobs influences travel and congestion, and how development patterns impact agriculture, open space, and infrastructure. Cada decisión de uso del suelo implica equilibrios. Considere cómo la densidad de vivienda afecta el uso del suelo, cómo la ubicación de los empleos influye en los viajes y la congestión, y cómo los patrones de desarrollo impactan la agricultura, los espacios abiertos y la infraestructura.

Work together as a group to refine your scenario. Discuss why you placed certain land uses in specific areas and be open to feedback and adjustments as you consider different perspectives. Trabajen juntos como grupo para perfeccionar su escenario. Hablen sobre por qué colocaron ciertos usos del suelo en áreas específicas y manténganse abiertos a comentarios y ajustes al considerar diferentes perspectivas.

Give your scenario a name and be prepared to share the key ideas, priorities, and tradeoffs that shaped your group's vision for Brighton's future. Dada un nombre a su escenario y prepárense para compartir las ideas principales, prioridades y decisiones clave que dieron forma a la visión de su grupo para el futuro de Brighton.

16,512 Residents / Residentes

6,540 Jobs / Empleos

How well do they align with Brighton's values?

Community Character / Carácter comunitario	1	2	3	4	5
Responsible Growth / Crecimiento responsable	1	2	3	4	5
Affordability & Housing Choice / Asequibilidad y elección de vivienda	1	2	3	4	5
Parks, Open Spaces & Rural Heritage / Parques, espacios abiertos y patrimonio rural	1	2	3	4	5
Economic Vitality & Local Amenities / Vitalidad económica y servicios locales	1	2	3	4	5
Safety & Community Well-Being / Seguridad y bienestar comunitario	1	2	3	4	5
Environmental Stewardship / Gestión ambiental	1	2	3	4	5

COMMERCIAL CENTER

LOW DENSITY RESIDENTIAL

MID DENSITY RESIDENTIAL

PARK / PLAZA / OPEN SPACE

OFFICE

MIXED USE

ARTS

PUBLIC PLACES & PLAZAS

INDUSTRIAL

Commercial / Comercial

Low Density Residential / Residencial de Baja Densidad

Mid Density Residential / Residencial de Densidad Media

Park / Plaza / Open Space / Parque / Plaza / Espacio Abierto

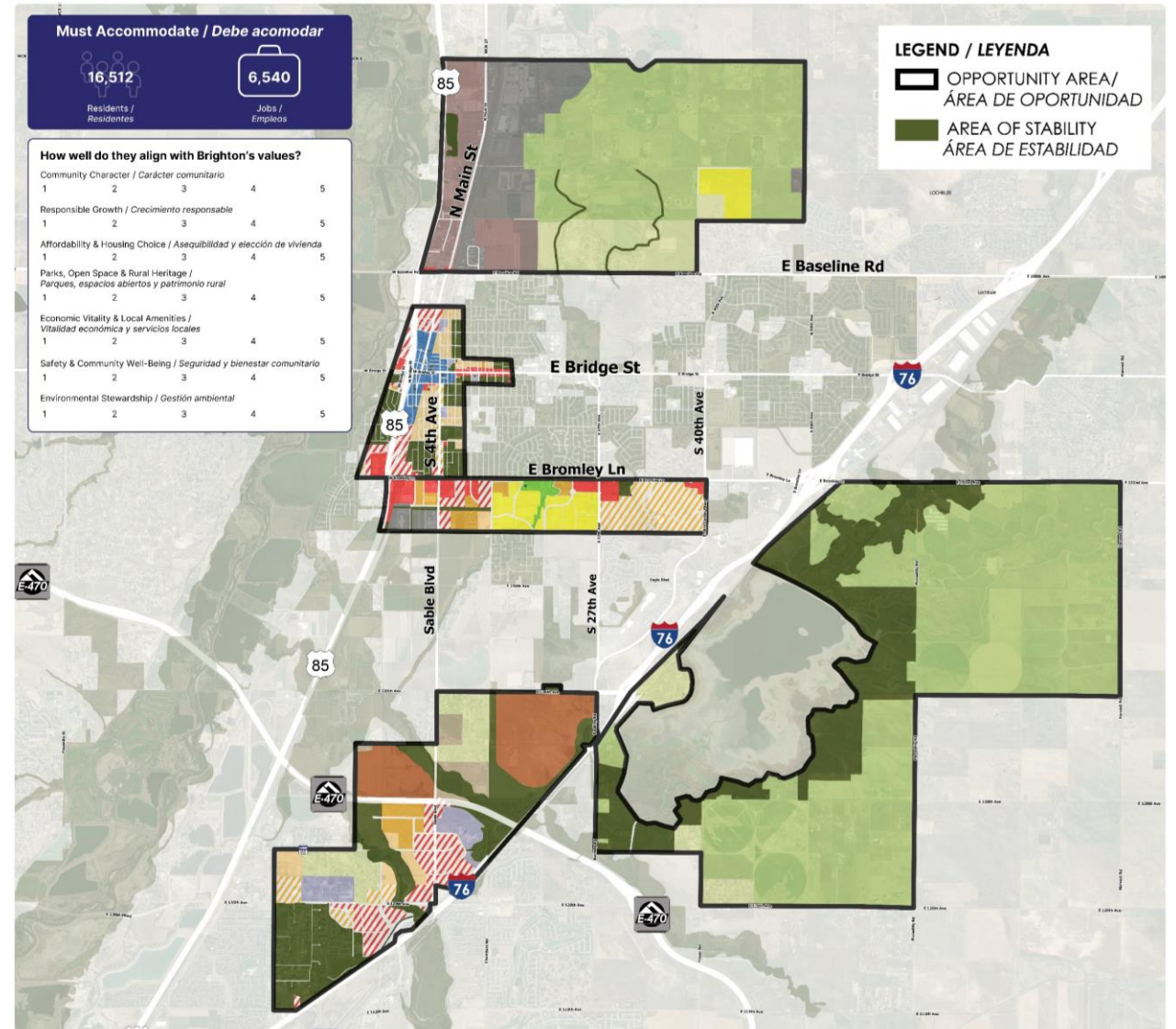
Office / Oficinas

Mixed Use / Uso Mixto

Art / Artes

Public Places & Plazas / Lugares públicos y plazas

Industrial / Industrial





Station 1 EXISTING CONDITIONS / CONDICIONES EXISTENTES

Population
Población
Brighton's total population is 42,431 as of 2013 and is growing fast, adding over 10,000 residents since 2010. There are currently 13,386 households.

Housing
Vivienda
Housing demand is increasing, with a need for 3,900 to 6,500 new units by 2030.

Economy & Employment
Economía y Empleo
Brighton's economy is growing, with a need for 3,900 to 6,500 new jobs by 2030.

Transportation & Access
Transporte y Acceso
Brighton's three main corridors of Highway 215, Interstate 76, and State Highway 519 have annual average daily traffic counts of over 100,000 vehicles.

YOUR OWN SCENARIO / CREA TU PROPIO ESCENARIO

Map of Brighton with various colored zones and handwritten notes in pink and blue. The map includes a legend for Opportunity Area, Area of Concentration, Area of Stability, and Area of Expansion.

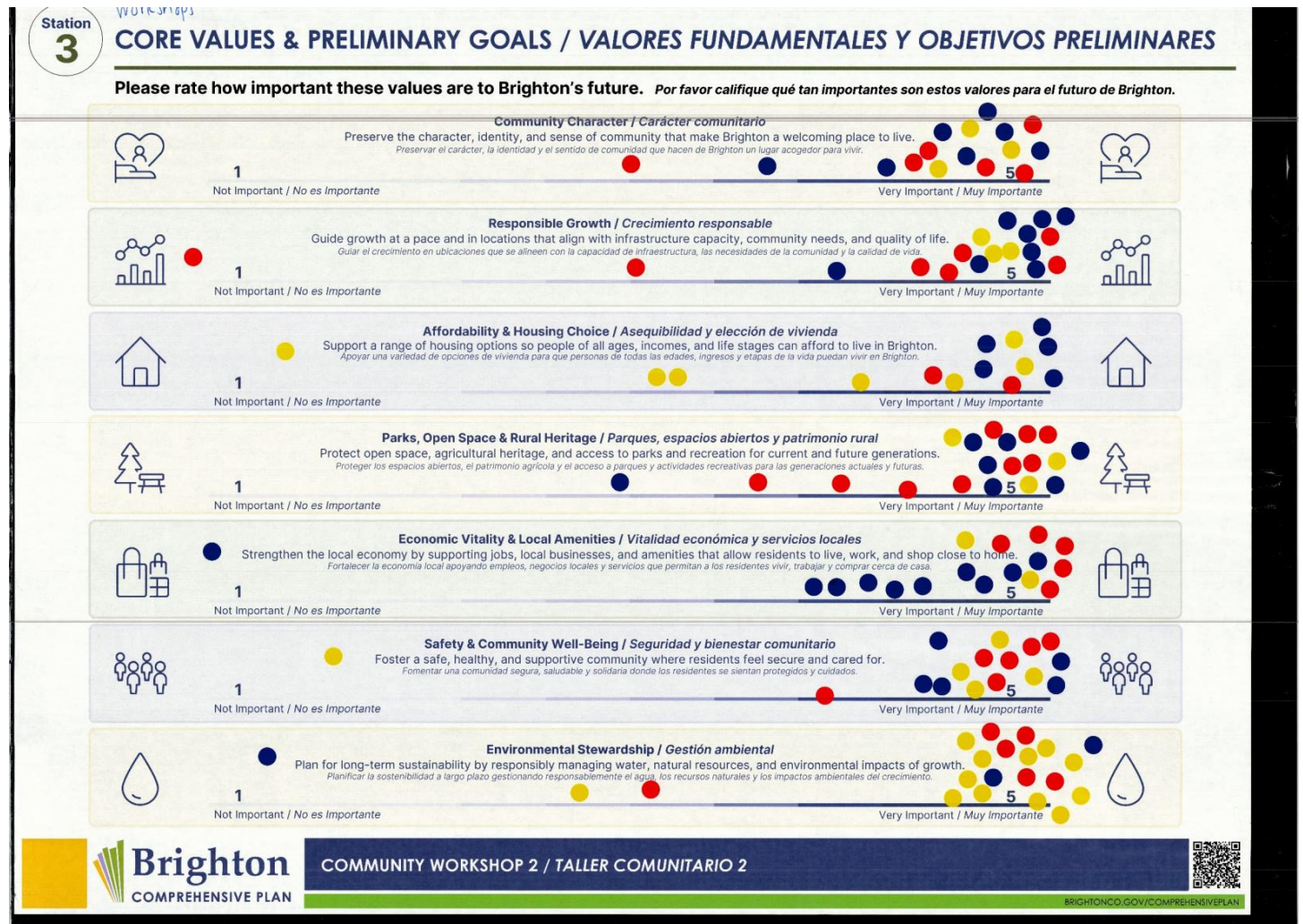
Brighton COMMUNITY WORKSHOP 2 / TALLER COMUNITARIO 2

What We Heard

Key Themes

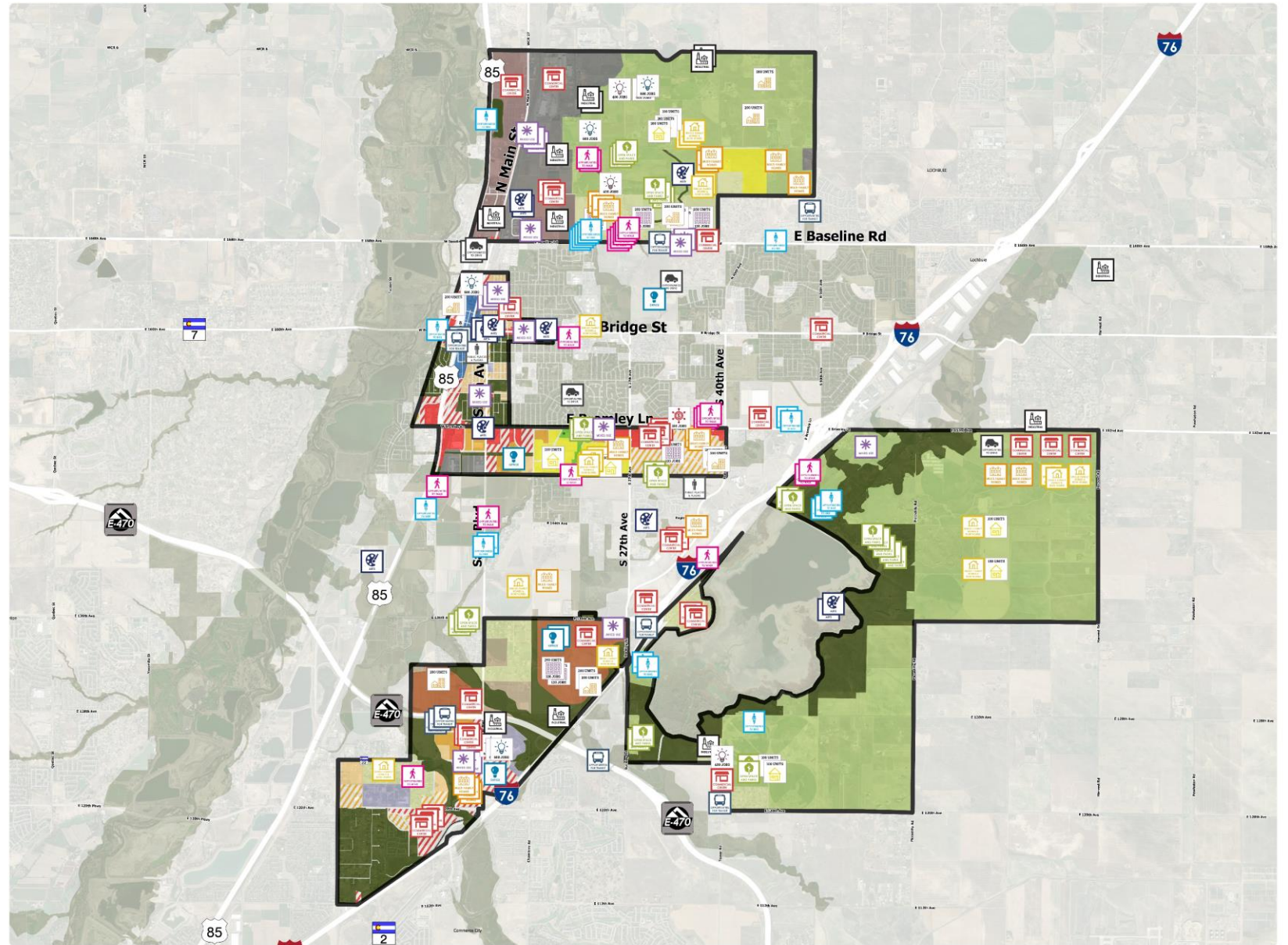
Themes were consistent across the workshops, open house, and survey feedback:

- Small-town character
- More activities and services
- Agricultural preservation
- Open space protection
- Responsible growth
- Transportation concerns



“Create Your Own Scenario” Exercise Results

- Growth concentrated in existing areas
- Corridors for mixed-use and commercial
- Strong protection of open space
- Limited support for new industrial expansion



Strong Desire to Maintain Small-Town Feel

- Support for local businesses
- Walkable gathering places
- Desire for homeownership
- Concern about corporate rentals
- Divide between “old” and “new” Brighton
- Survey results confirmed importance of:
 - Safety
 - Community Connections
 - Local Identity



Need for More Local Destinations

- More entertainment and family activities
- Cultural and social spaces
- Diverse businesses and services
- Reduce need to travel outside of Brighton
- Survey also showed support for:
 - Mixed-Use Retail
 - Commercial Uses



Preserving Agriculture and Open Space

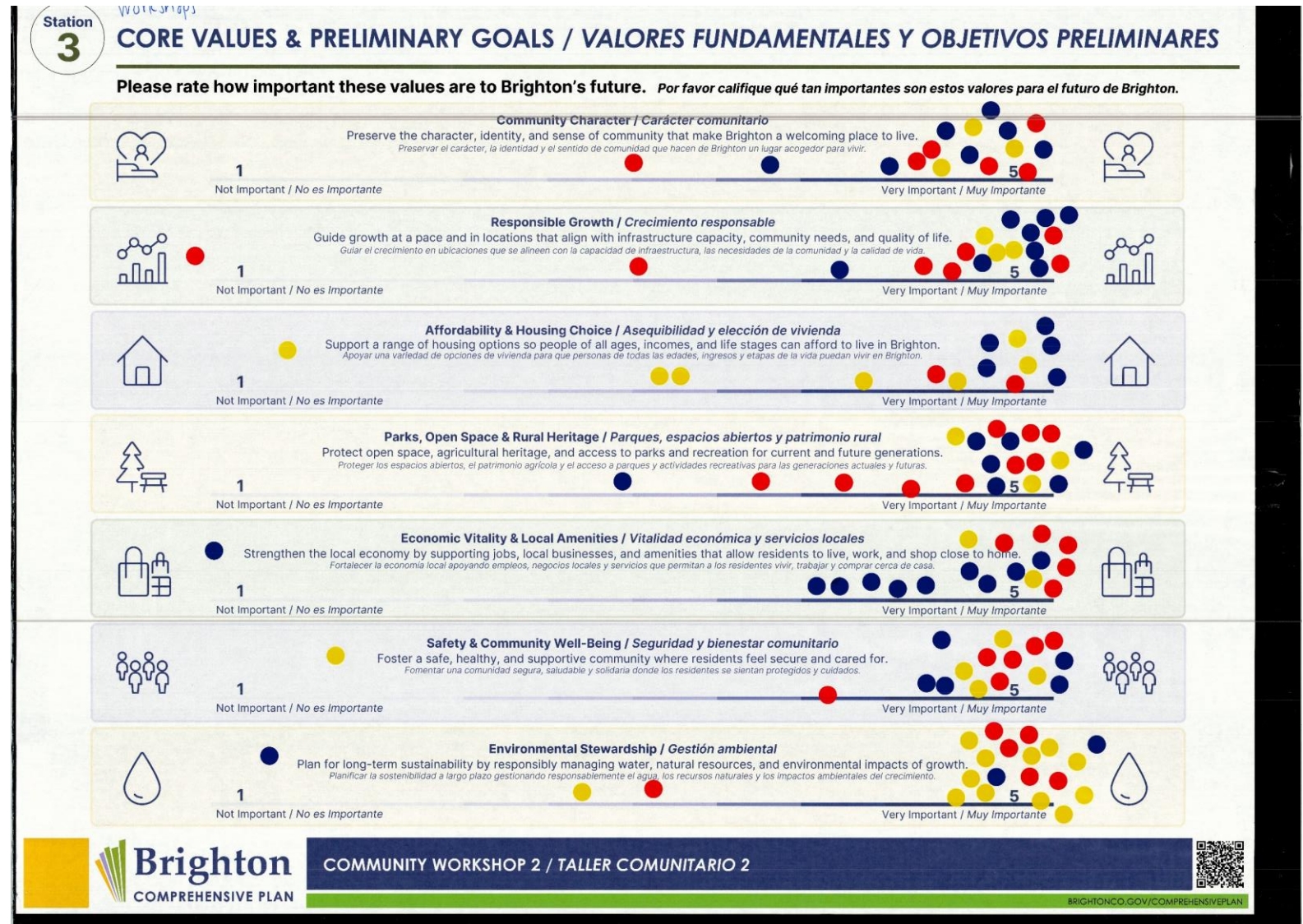
- One of the highest-ranked priorities in the survey
- Strong support for farmland preservation
- Importance of Splendid Valley
- Protect natural areas and Barr Lake
- Value of environmental stewardship
- Demand for more open space



Support for Responsible Growth

Top values from participants included:

- Responsible growth (top-ranked in workshops, open house, and survey)
- Parks and open space
- Environmental stewardship
- Safety
- Economic vitality



Transportation is a Critical Issue

- Concerns about traffic (Bromley Lane)
- Need for better connectivity
- Support for transit and multimodal options
- Growth must align with infrastructure
- Participants from both the open house and workshops emphasize that transportation will be a deciding factor for growth acceptance



Preferred Land Use Types

Participants from the open house, workshops, and survey all would like to see...

- More:
 - Agricultural industrial
 - Mixed-Use Retail
 - Low-Density Residential
- Mixed opinions on:
 - High-Density Mixed Use
- Less:
 - Heavy Industrial



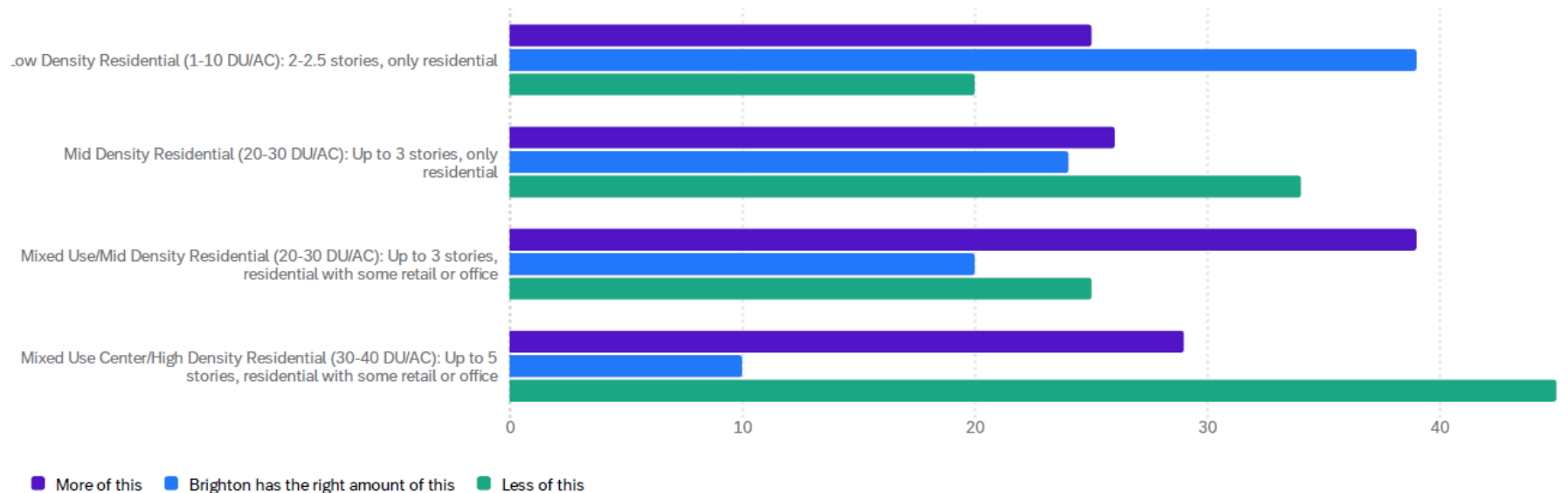
Advisory Committee Takeaways

- Reinforced community priorities
- Focus on homeownership
- Strengthen connections across city
- Support local businesses
- Emphasize transportation planning



General Questionnaire Results

- 107 residents participated in the questionnaire
- Responsible growth was ranked as the highest priority
 - Followed by parks, open space and rural heritage; safety and community well-being; economic vitality and local amenities
- Small-town feel means that it is family-friendly and safe, there are local gathering places, and there are strong community connections
- There is clear support for **mixed-use retail and local commercial** and less heavy industrial
- There was not a clear preferred scenario



Key Takeaways from Engagement Window #2

- Consistent takeaways across survey, workshops, and open house
- Strong desire to **preserve identity while growing**
- Need for more **local services and destinations**
- Growth must be **balanced with infrastructure**
- Preference for a **hybrid growth strategy**



What's Next

- Develop preferred growth framework
- Refine the Future Land Use Map
- Integrate transportation planning
- Update the vision and values





Key Questions for Decision Makers

Key Questions for Direction

Industrial Growth Strategy

- Should Brighton expand industrial uses beyond North Brighton?
- How should the City balance economic opportunity vs. community impacts (traffic, noise, emissions)?



Key Questions for Direction

Mixed-Use Development

- Should the City keep vertical mixed-use as a development option?
- Where should mixed-use be prioritized (Downtown, Bromley, key corridors)?
- What level of density and intensity is appropriate for mixed-use areas?



Key Questions for Direction

Housing Types & Density

- What mix of housing types should Brighton prioritize (single-family, townhomes, multifamily)? What about senior housing?
- What areas could support increasing density, if any?
 - There was a desire for more density at 20-30 DU/AC, which is denser than current minimum density in high density residential FLU area
- What policies or incentives could help make townhome development or attainable housing more feasible while still achieving community housing goals?



Key Questions for Direction

Agricultural Preservation

- How should the City continue additional agricultural preservation?
 - Is it just Historic Splendid Valley (continue to protect land there) or should we start working in a new area?
- What level of protection is appropriate vs. allowing future development?
- How can Brighton support working farms while accommodating growth?



Discussion and Direction

- What ideas do you have for preserving small-town character?
- To what degree should small-town character be reflected in the Comprehensive Plan's goals and values?
- What resonated most with you tonight?
- Where do you think alignment is needed?
- What are some key decisions to think about moving forward?



Community Engagement: Next Steps

Engagement Window	What are the deliverables/outcomes?	What are the engagement methods?
Engagement Window 1: Community Vision (COMPLETED)	Existing Conditions Report Public Participation and Communication Plan Engagement Reports	Focus Groups (6) Statistically Valid Survey Community Workshop 1: Community Visioning Pop Up Events Planning Commission + City Council Meeting Advisory Group Meeting
Engagement Window 2: Growth Scenarios	Growth Scenarios Future Land Use Map	Community Workshop 2: Growth Scenarios Community Questionnaire Planning Commission + City Council Meeting Advisory Group Meeting
Engagement Window 3: Community Choices and Priorities	Vision, Values, Goals draft Future Land Use Map draft	Community Workshop 3: Community Choices and Priorities on JUNE 17th Community Questionnaire Planning Commission + City Council Meeting Advisory Group Meeting
Engagement Window 4: Plan Sharing	TOC, 50%, and 80% Draft Plan Implementation Strategy Framework Final Plan	Community Presentation Planning Commission + City Council Meeting Advisory Group Meeting



THANK YOU!