

# Brighton Community Identity Design Plan

City Council Study Session, July 9, 2024

## Today's Agenda:

- Community Features Map Overview
- Landscape Concept Typologies
- Wayfinding Concept Typologies

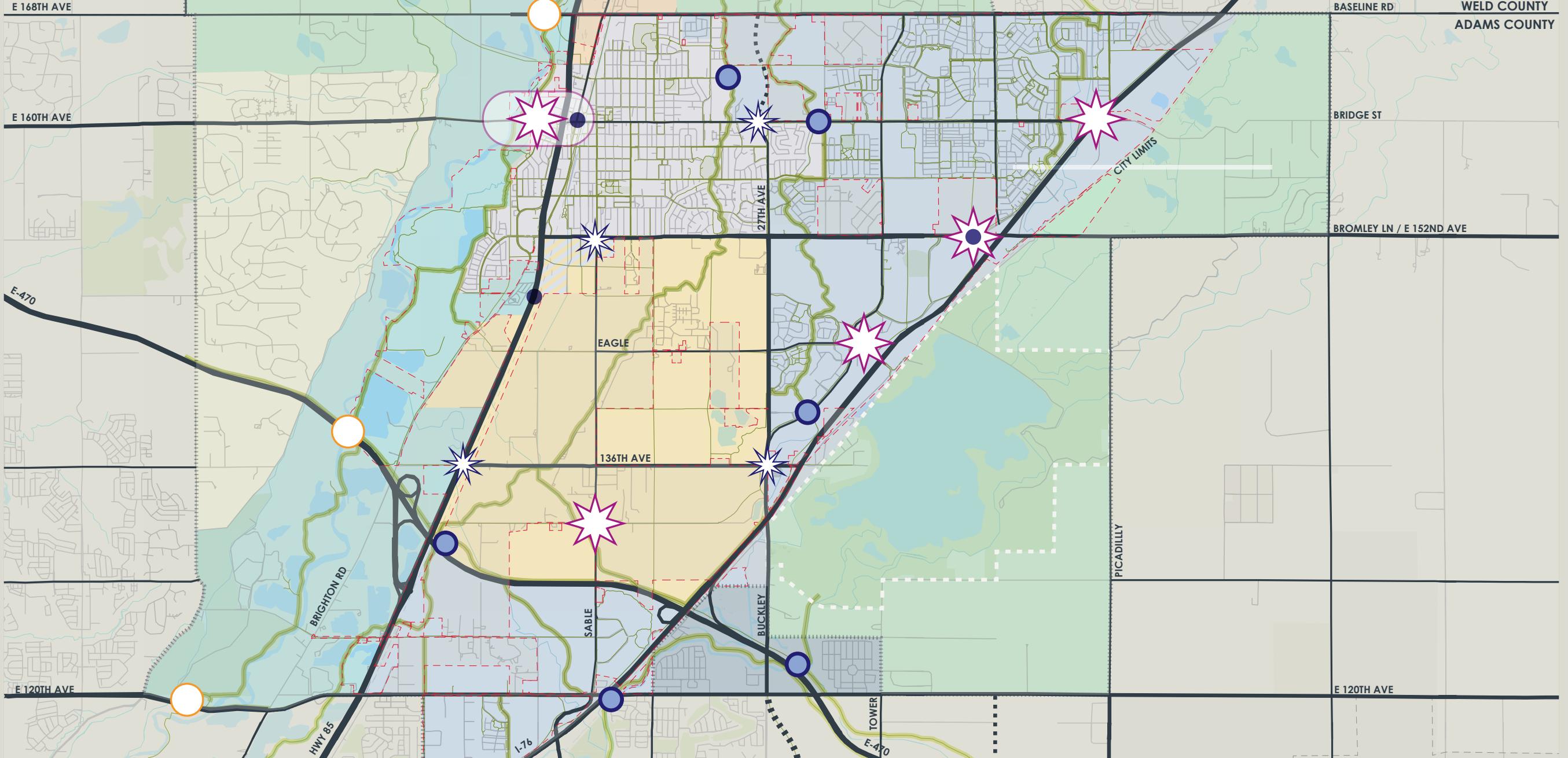


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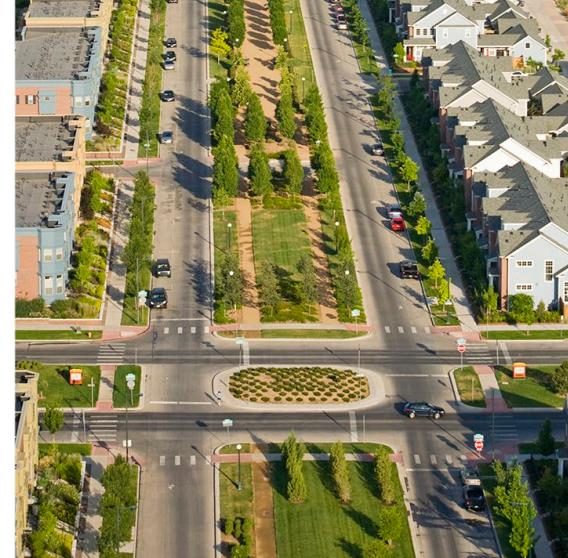
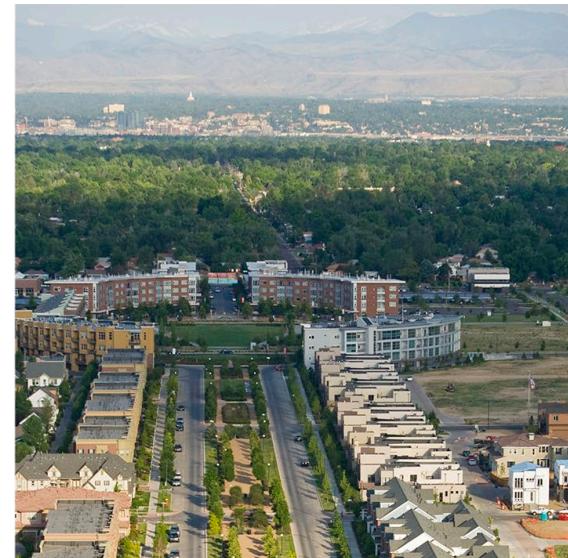
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CITY PLANNING BOUNDARY

# COMMUNITY FEATURES



- Celebrates Brighton's **history** while being **forward-thinking**
- Agricultural **geometries** - lines, circles, squares
- **Contemporary** and **bold**
- Visually-**striking** plant materials
- **Climate-** and **place-sensitive** plant materials



- Celebrates Brighton's **natural setting** on the high plains, prairies, and riverlands
- **Organic, natural, and flowing**: no rigid lines or geometric patterns
- Timeless and very noticeably "**Colorado**"
- **Subtle** and **mixed** plant palettes; color woven in
- **Climate- and place-sensitive** plant materials with emphasis on **pollinators**



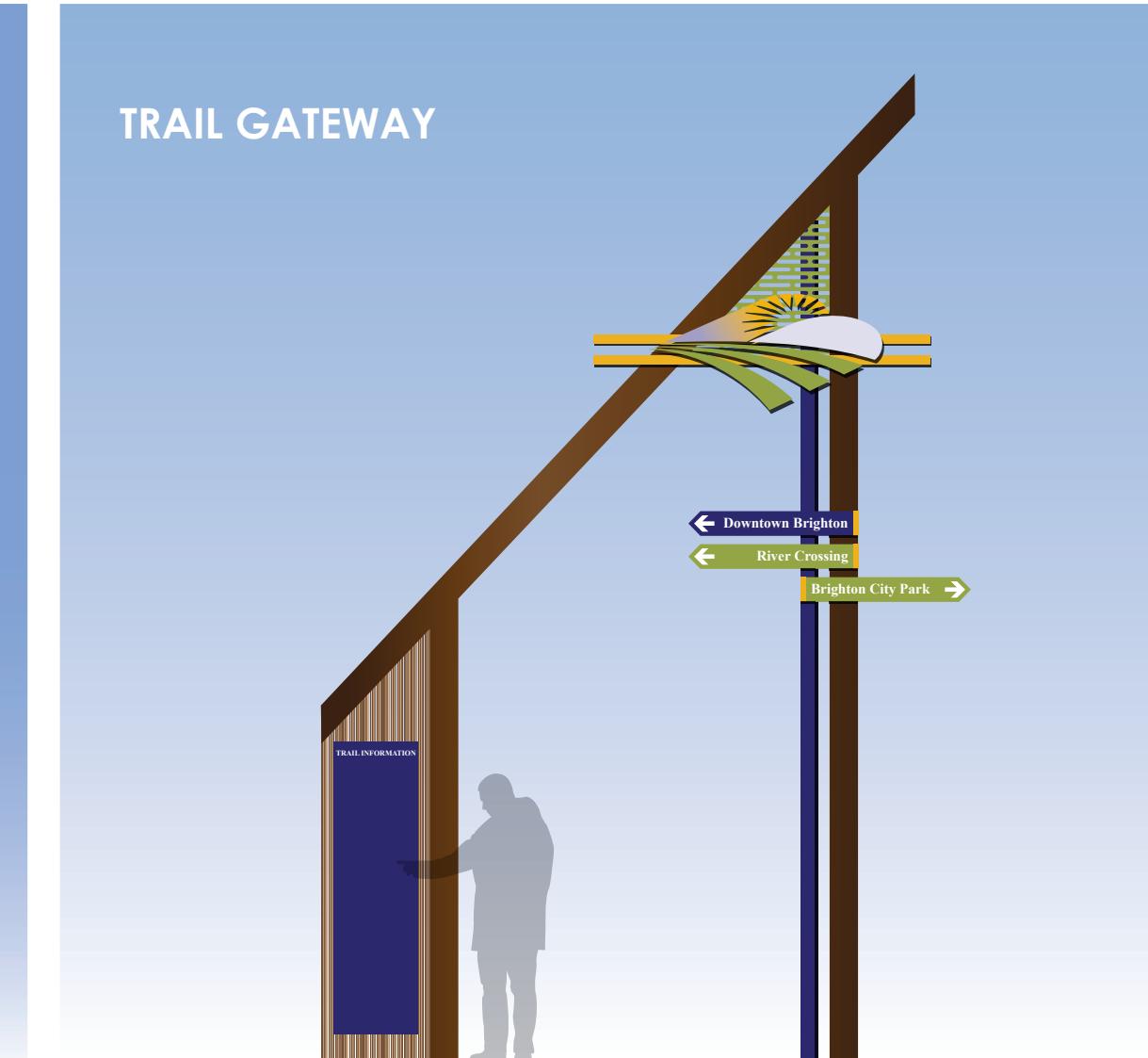
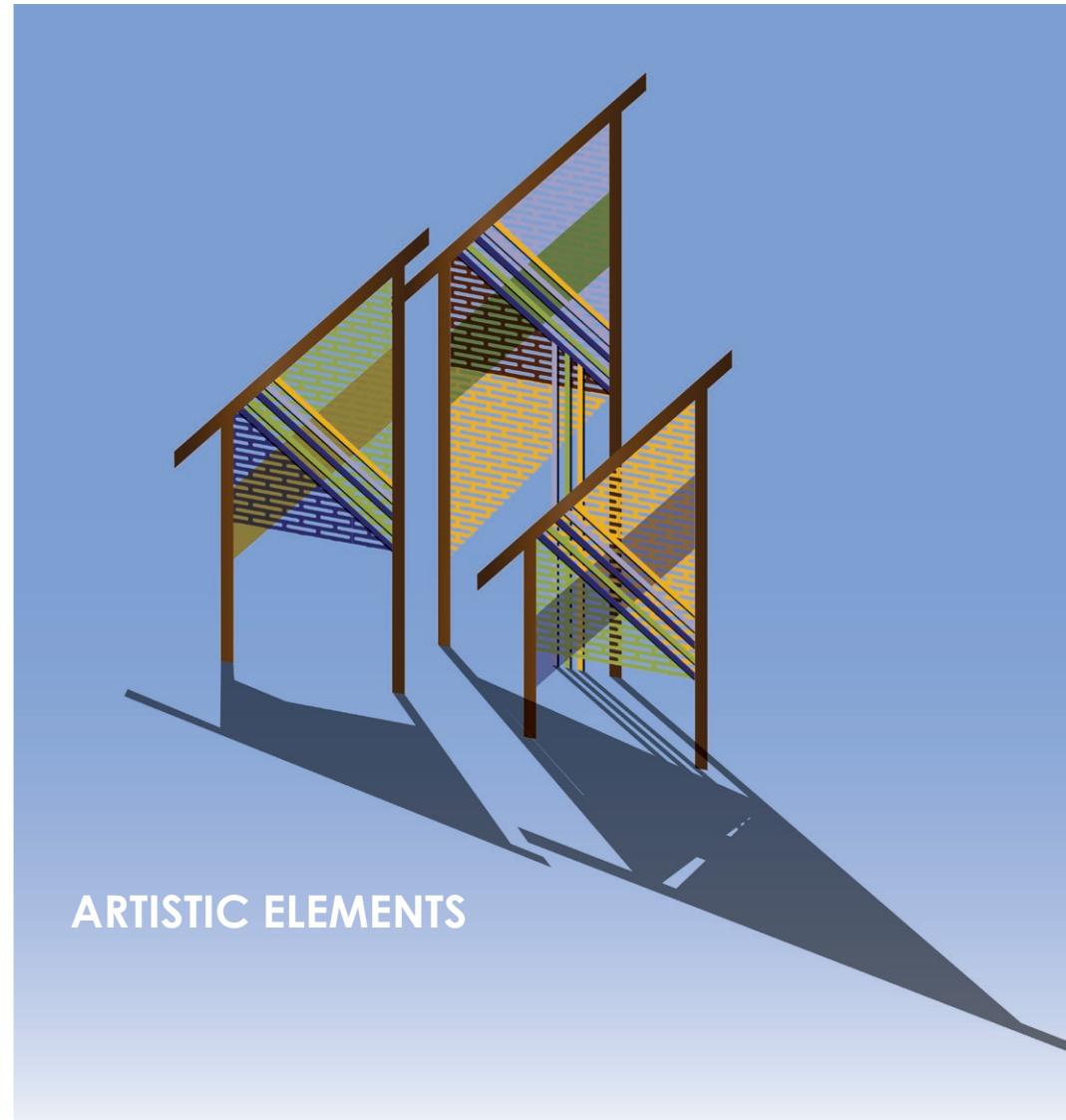
- Celebrates Brighton's **agricultural and historic simple farm building architecture**
- **Shed-like forms intermix with modern angles and materials, and open & airy structures**
- Multiples of primary forms are pared down and can be used as artistic, stand-alone or grouped multiples
- **Color palettes are reflect the natural landscape colors and forms**



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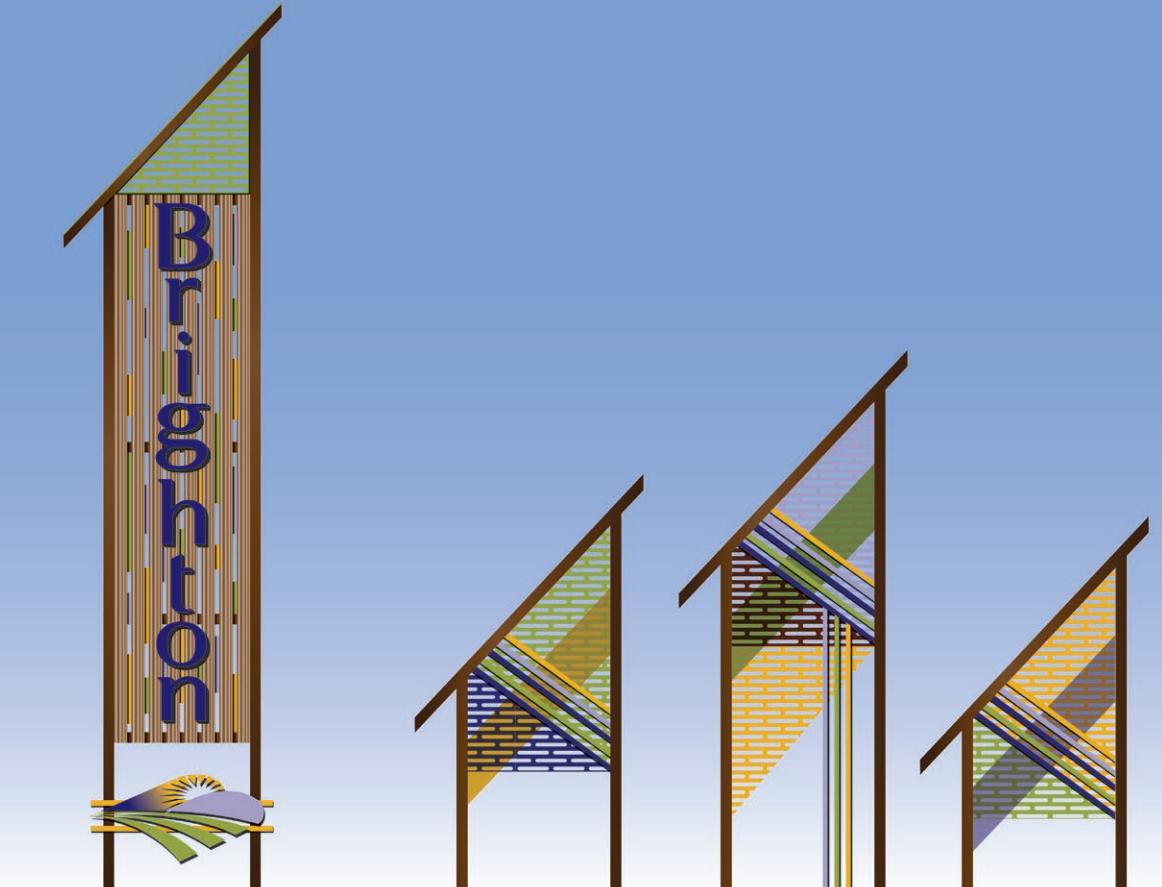


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- **LARGE GATEWAY**
- **MEDIUM/ROUNABOUT GATEWAY**
- **ARTISTIC ELEMENTS**



- **LARGE GATEWAY**
- **ARTISTIC ELEMENTS**



- **LARGE GATEWAY (VERSION 2)**
- **ARTISTIC ELEMENTS**





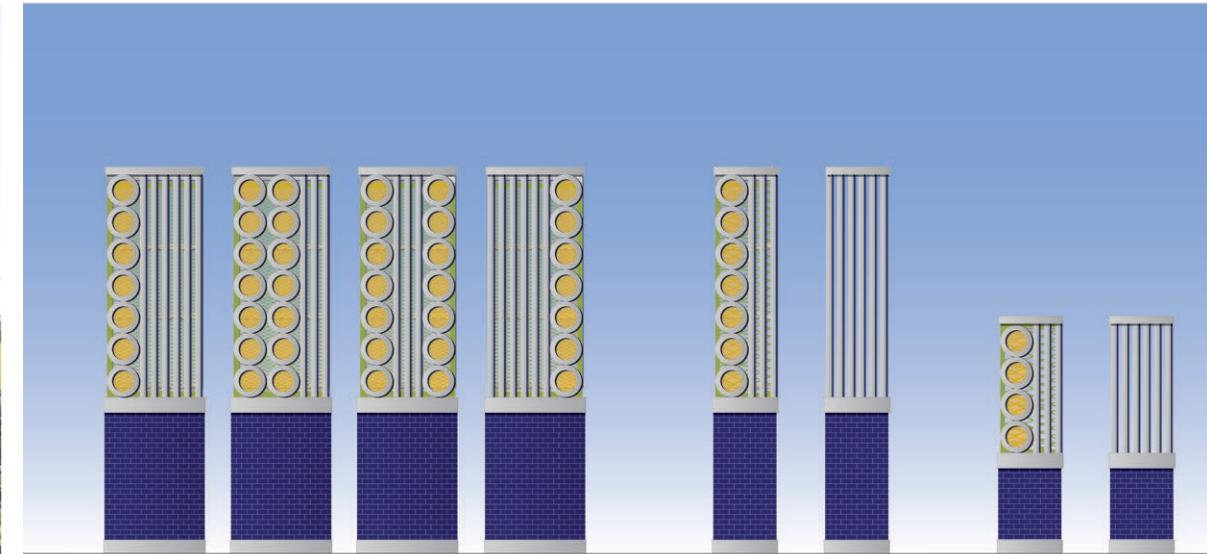
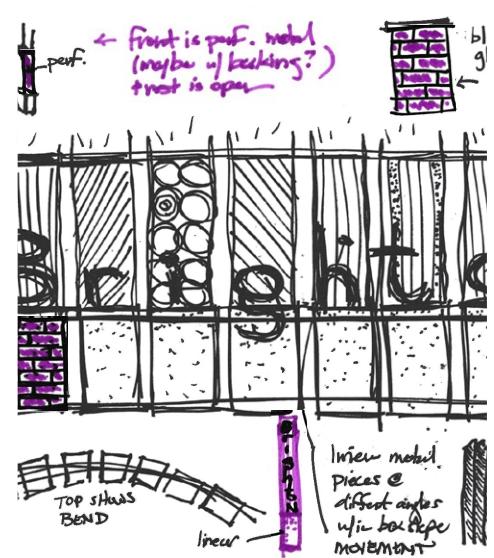
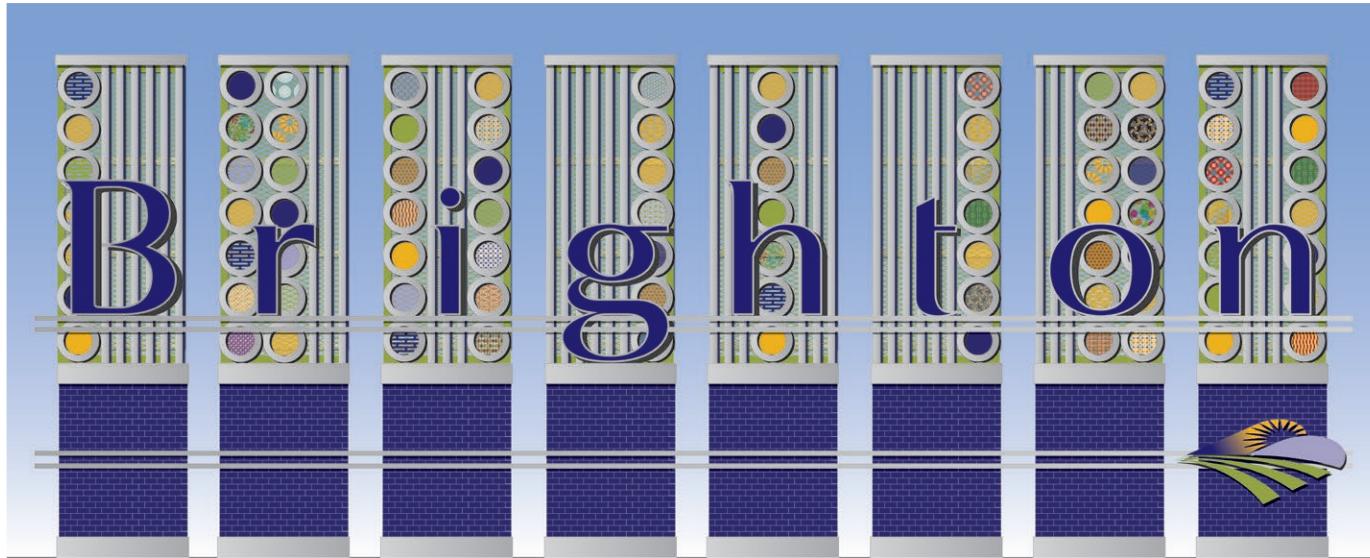
- ROUNDABOUT GATEWAY
- ARTISTIC ELEMENTS



- ROUNDABOUT GATEWAY
- ARTISTIC ELEMENTS

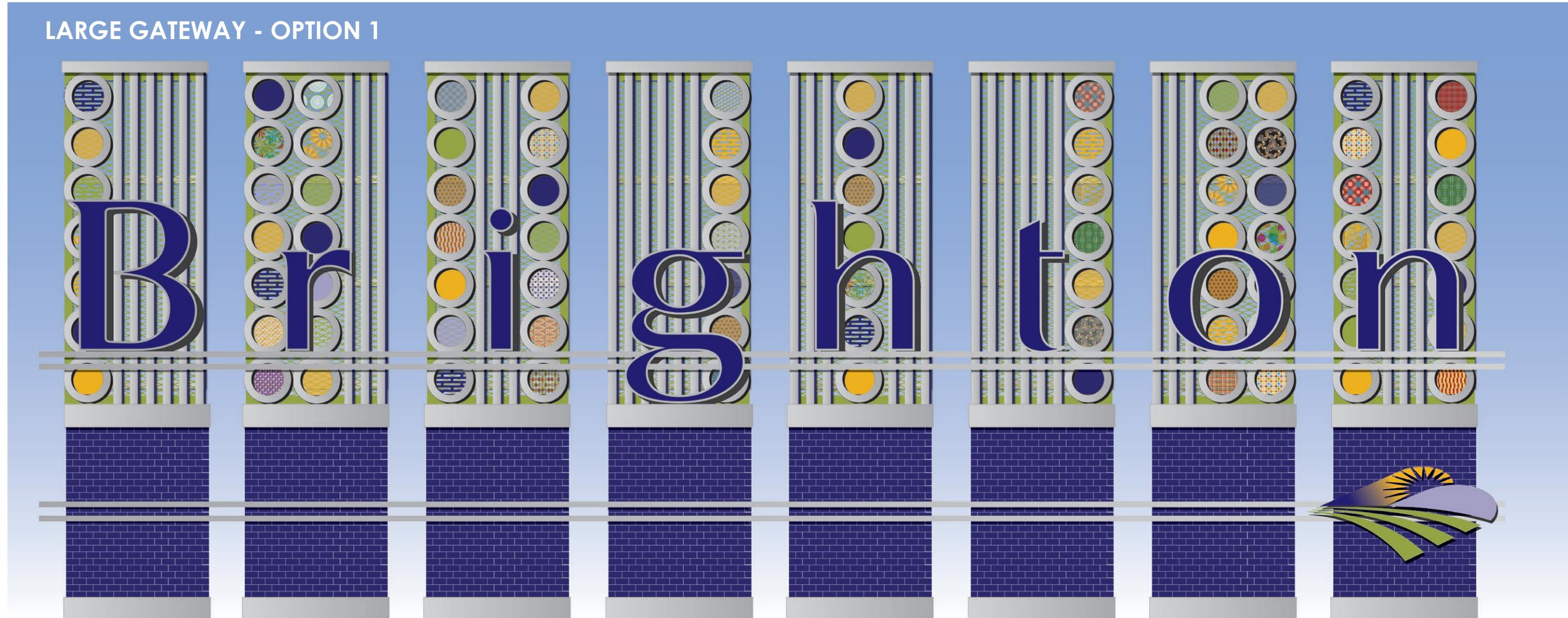


- Celebrates Brighton's **modern, looking forward optimism**
- **Multiple forms can be used in a variety of scales and locations**
- Multiples of primary forms are pared down and can be used as artistic, stand-alone or grouped multiples
- **Color palette can be simple or made more dynamic with artistic elements added into the circles**



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LARGE GATEWAY - OPTION 1



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LARGE GATEWAY - OPTION 1



LARGE GATEWAY - OPTION 2



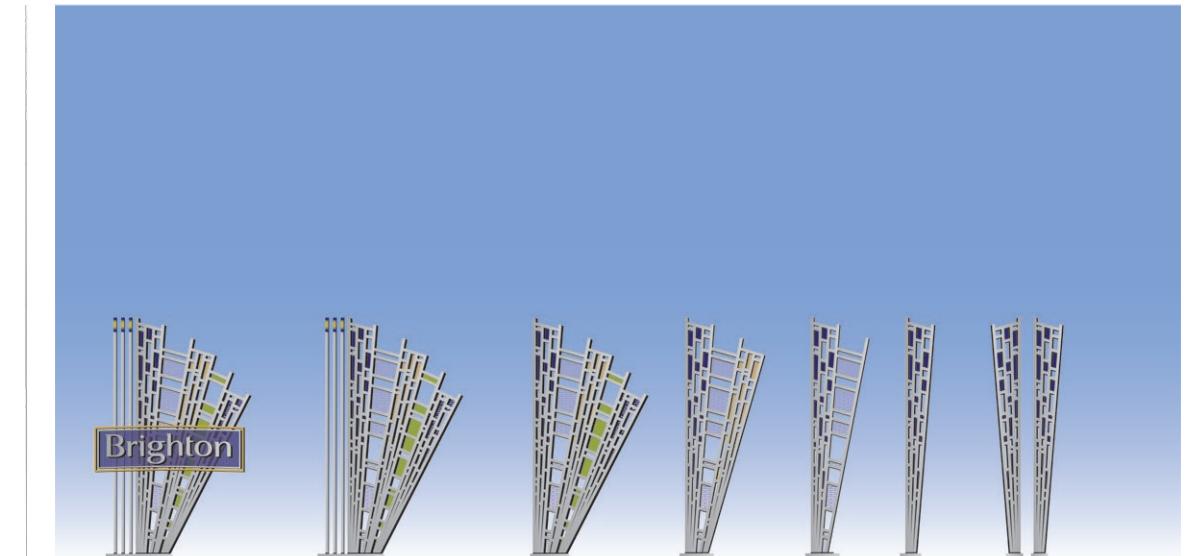
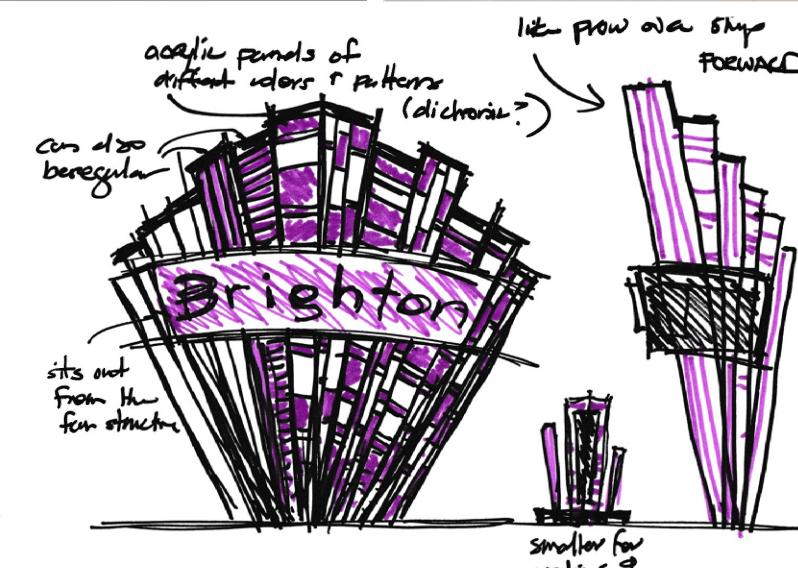




- ROUNDABOUT GATEWAY
- ARTISTIC ELEMENTS



- Celebrates Brighton's **modern, looking forward optimism**
- **Expansive and growing forms look like a sunset behind the mountains and refer to the existing Brighton logo**
- **Color added through artistic individual patterns/forms**
- Multiples of primary forms reflect outward growth
- **Color palettes reflect the existing Brighton brand**



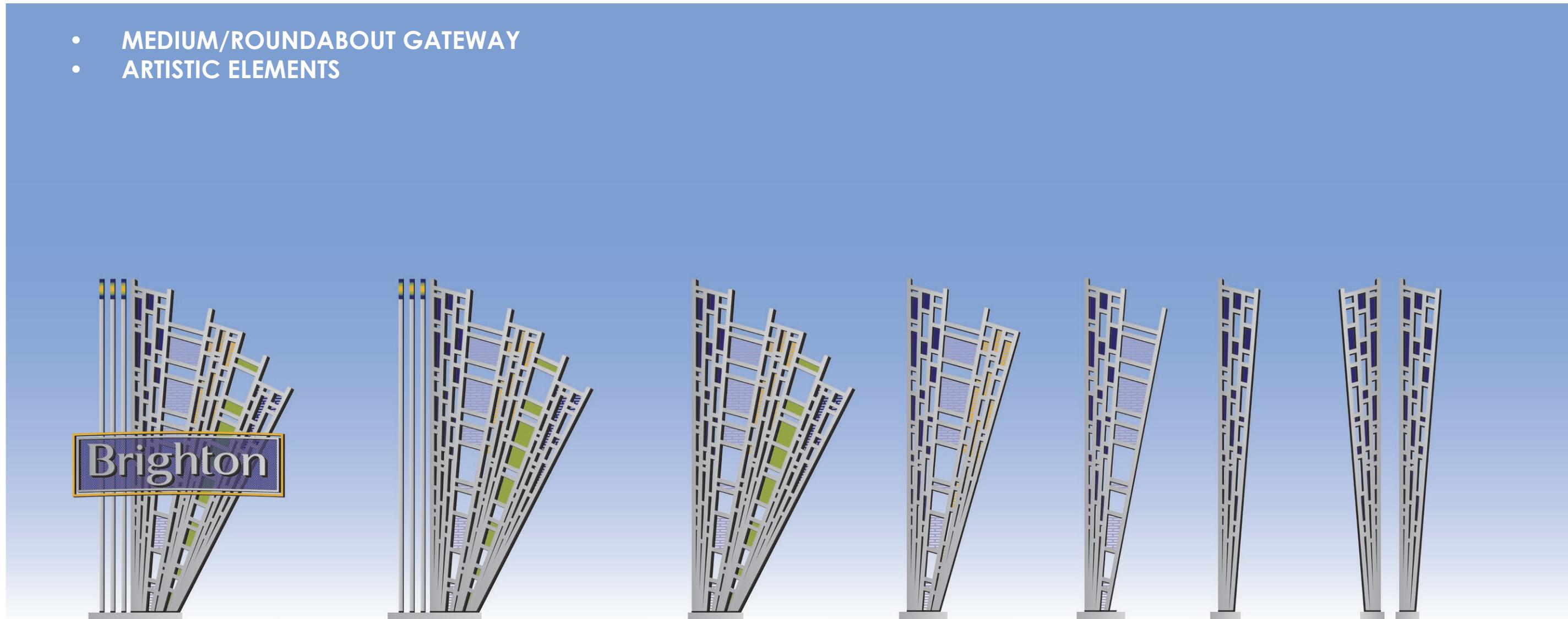
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#### LARGE GATEWAY OPTIONS

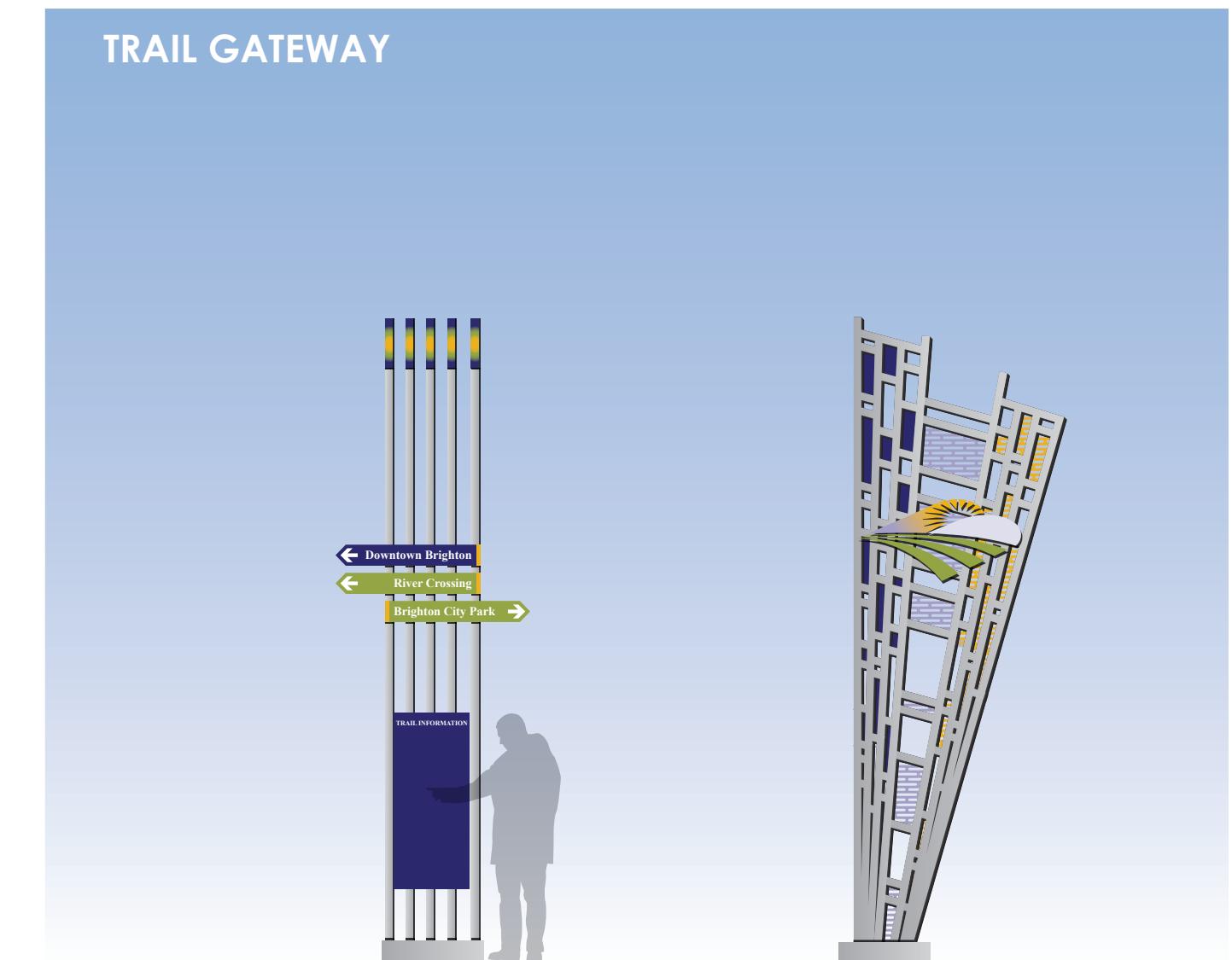


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# Project Schedule - Key Dates

- Mid-Project Review with Council - Early July
- Draft Concept Alternatives & Community Features Map - Mid/Late July
- Brighton City BBQ - Mid/Late July
- Final Review with Council - Mid August



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