

Brighton Community Identity Design Plan

City Council Study Session, July 9, 2024

Today's Agenda:

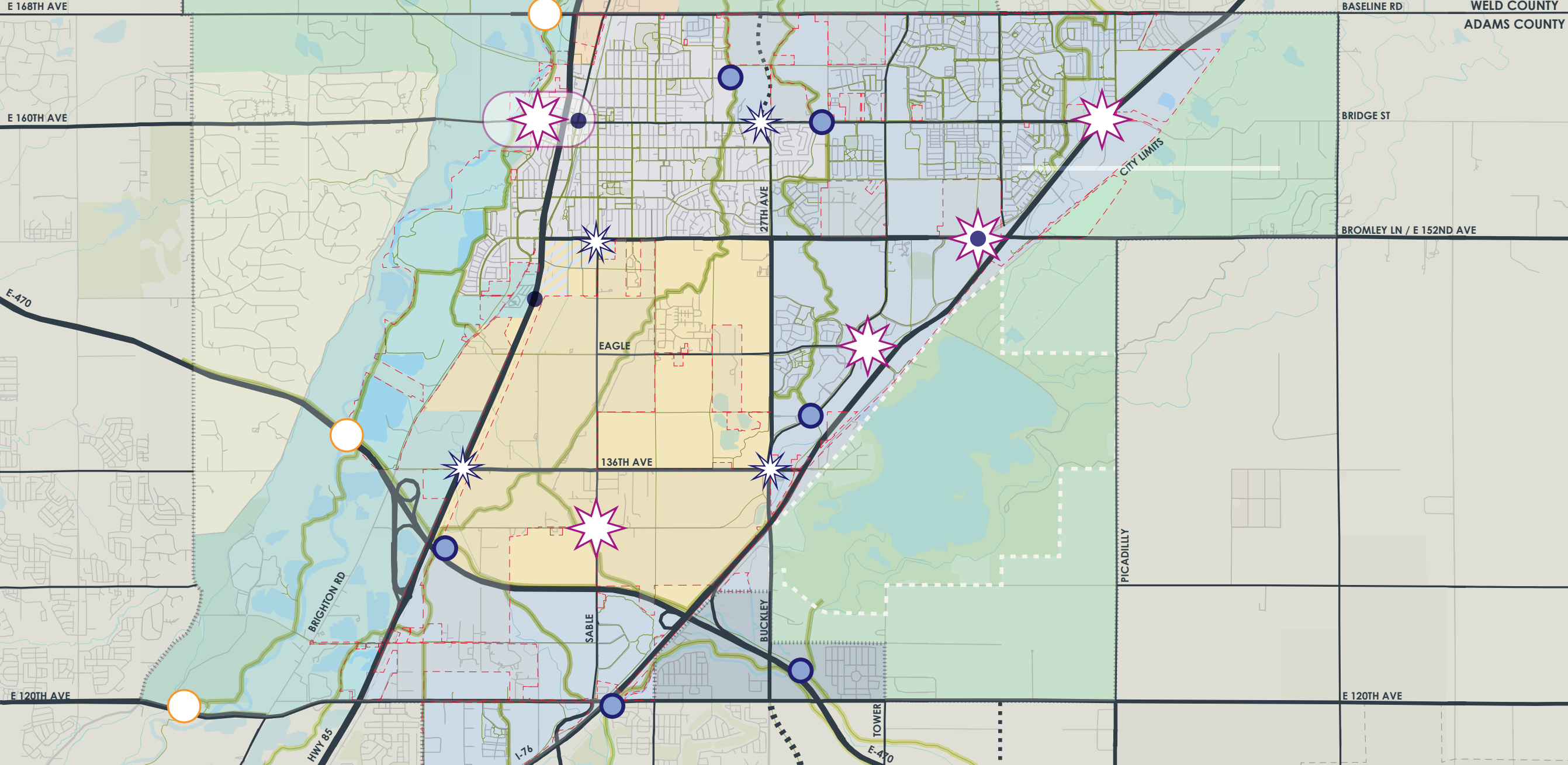
- Community Features Map Overview
- Landscape Concept Typologies
- Wayfinding Concept Typologies



COMMUNITY FEATURES

CITY PLANNING BOUNDARY

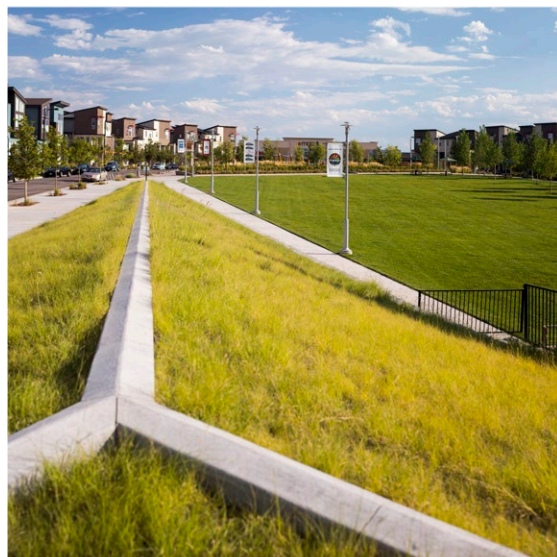
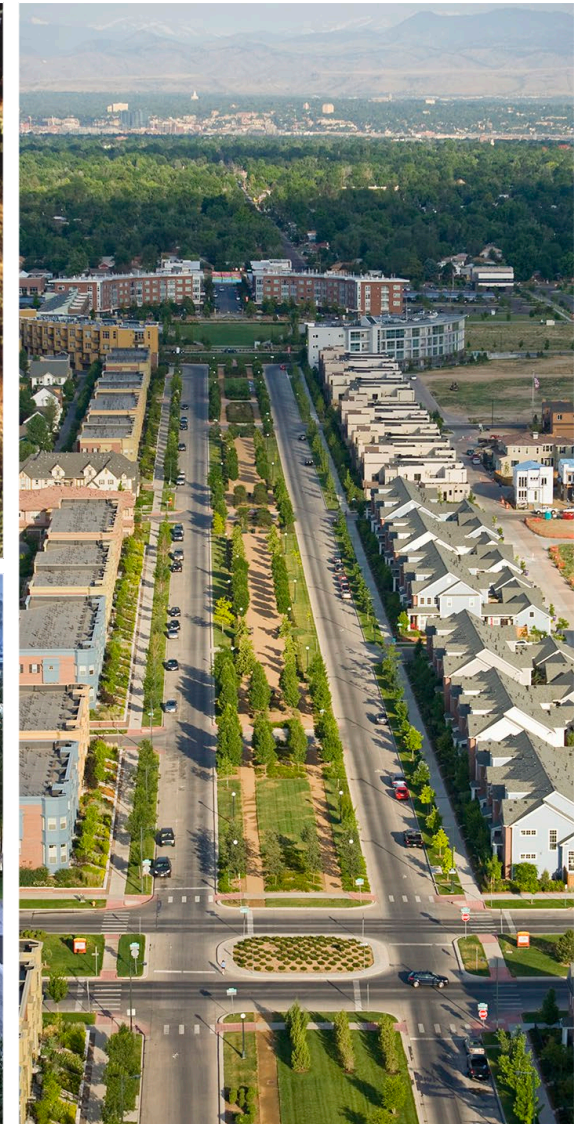
- INTERSTATE / HIGHWAY
- MAJOR / MINOR ARTERIAL
- MAJOR TRAIL
- PRIMARY GATEWAYS
- SECONDARY GATEWAYS
- RIVER CROSSING GATEWAY
- EXISTING GATEWAY SIGNAGE
- DRCOG FUTURE URBAN CENTERS
- TRAIL GATEWAY



LANDSCAPE TYPOLOGIES - CONCEPT 1

pg. 3

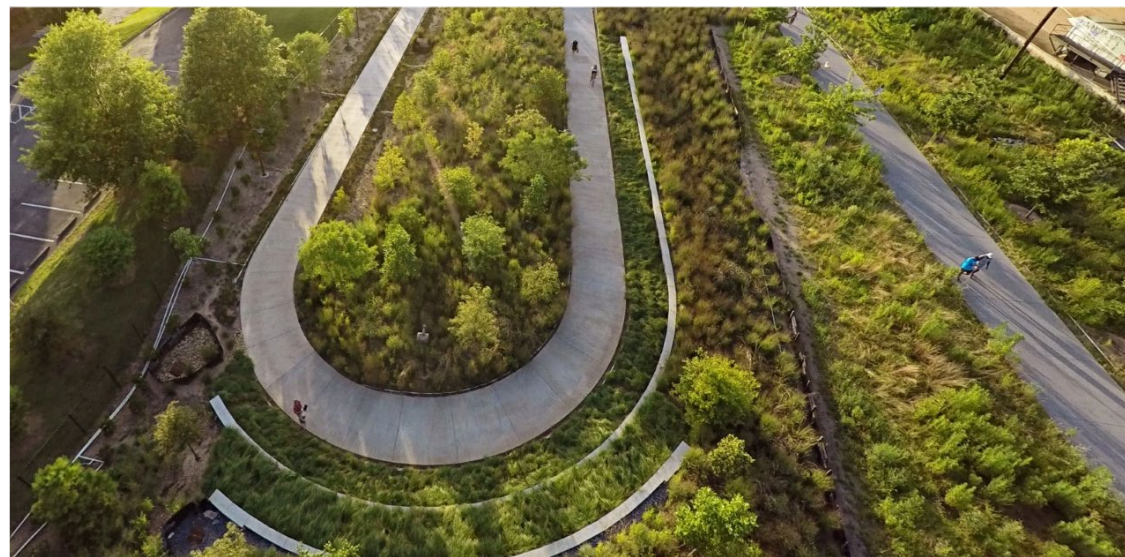
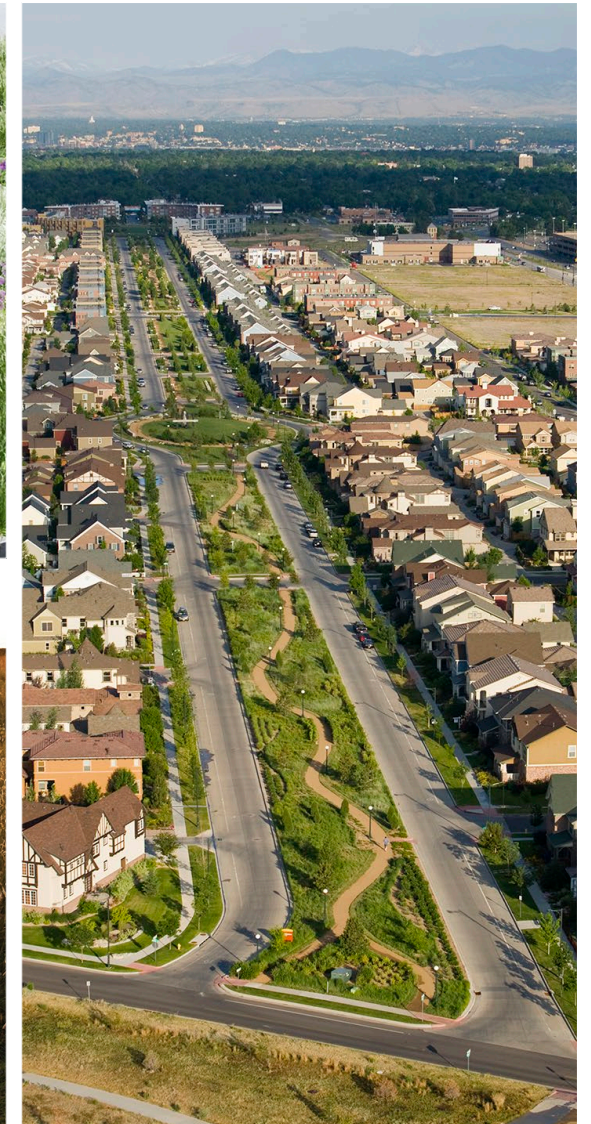
- Celebrates Brighton's **history** while being **forward-thinking**
- Agricultural **geometries** - lines, circles, squares
- **Contemporary** and **bold**
- Visually **striking** plant materials
- **Climate-** and **place-sensitive** plant materials



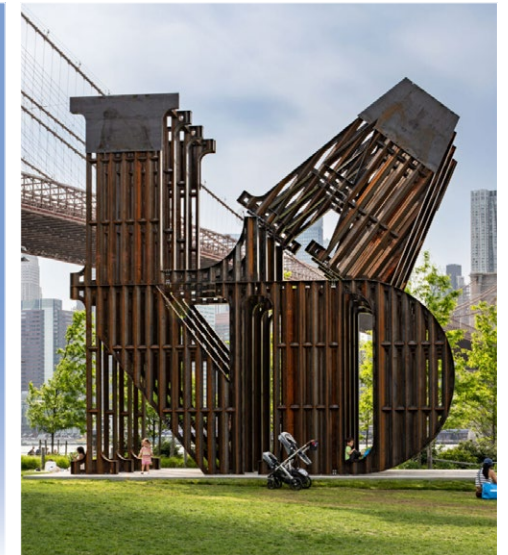
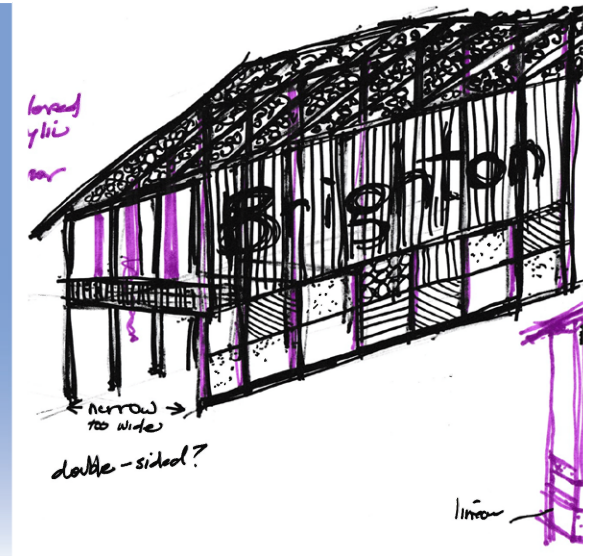
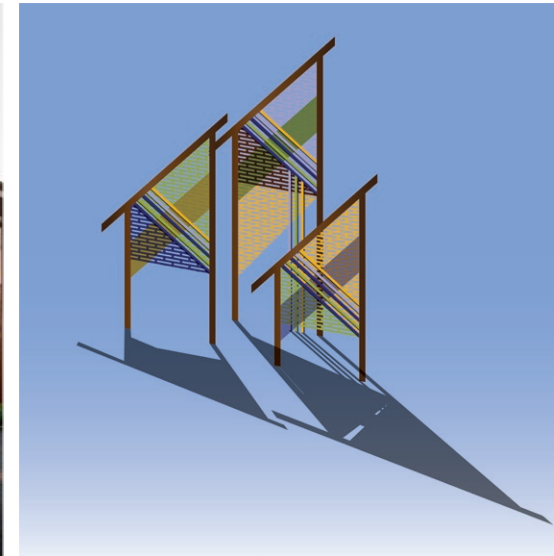
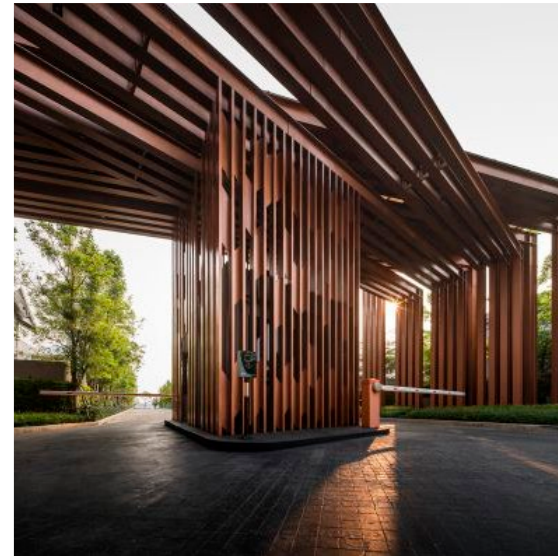
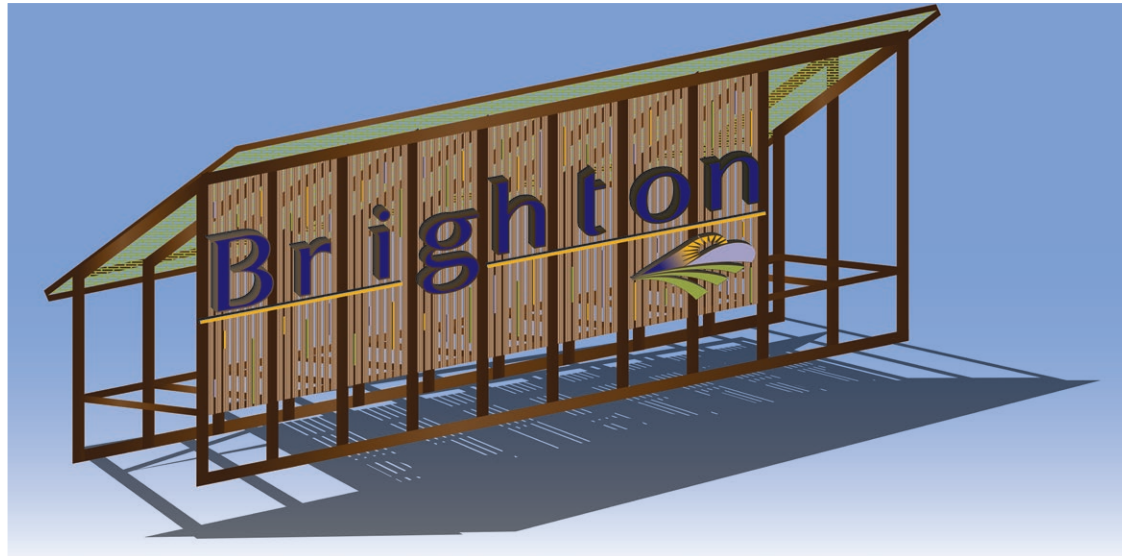
LANDSCAPE TYPOLOGIES - CONCEPT 2

pg. 4

- 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**



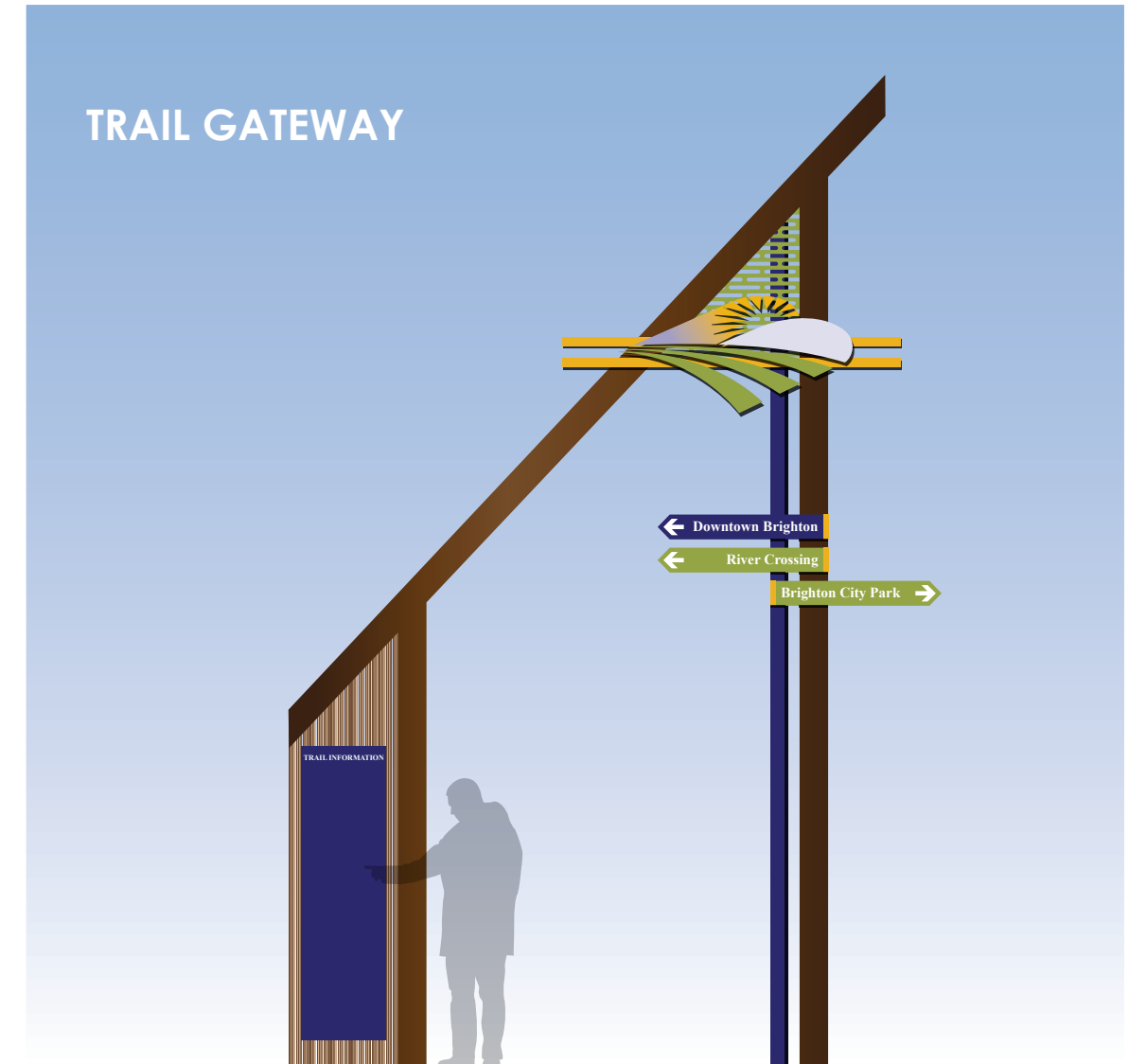
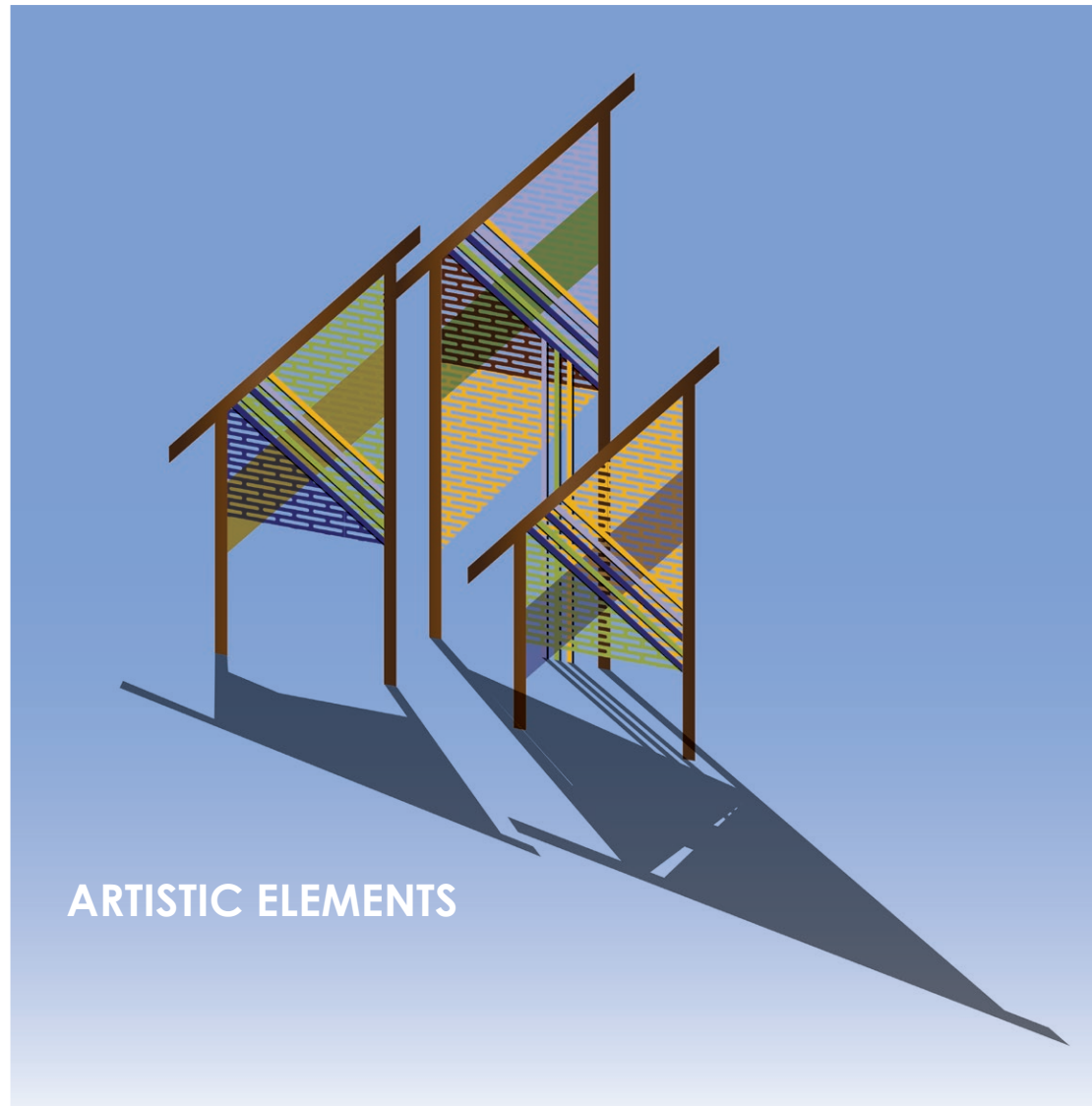
- Celebrates Brighton's **agricultural and historic simple farm building architecture**
- **Shed-like forms intermix with modern angles and materials, and open & airy structures**
- Multiples of primary forms are pared down and can be used as artistic, stand-alone or grouped multiples
- **Color palettes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



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- **Elements can be scaled according to the needs of each location**

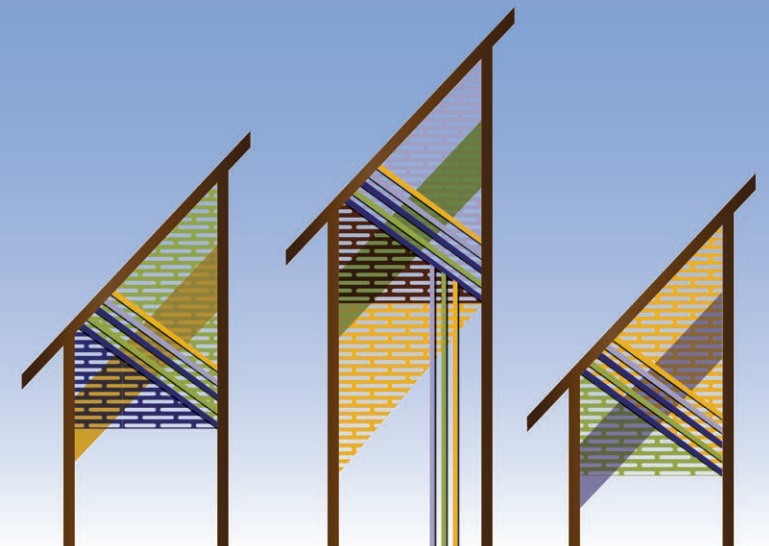
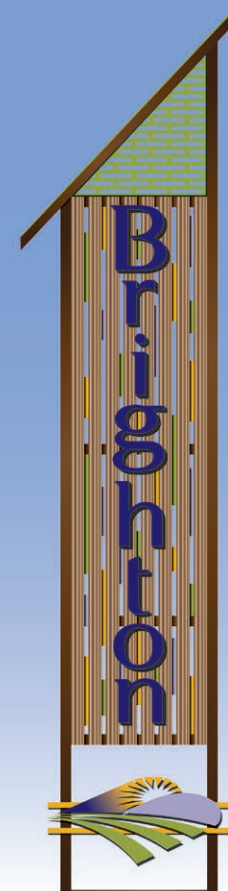


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- LARGE GATEWAY
- MEDIUM/ROUNDBABOUT GATEWAY
- ARTISTIC ELEMENTS



- LARGE GATEWAY
- ARTISTIC ELEMENTS







- ROUNDABOUT GATEWAY
- ARTISTIC ELEMENTS



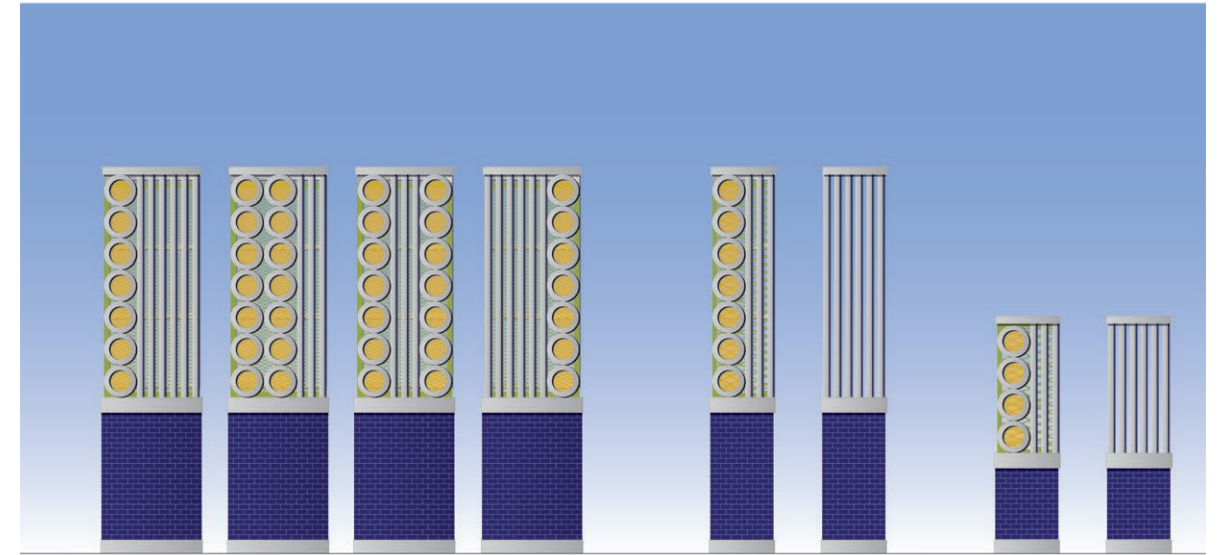
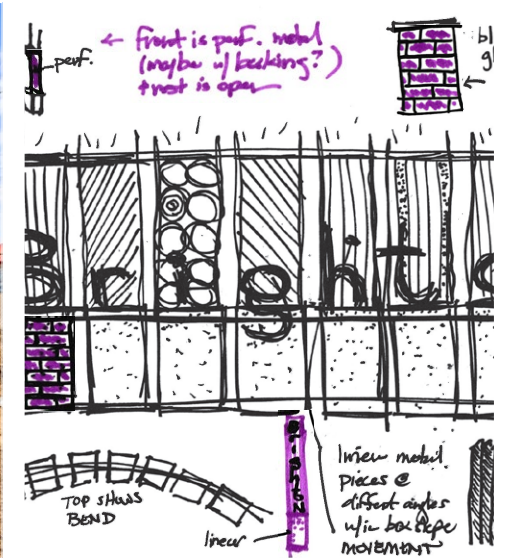
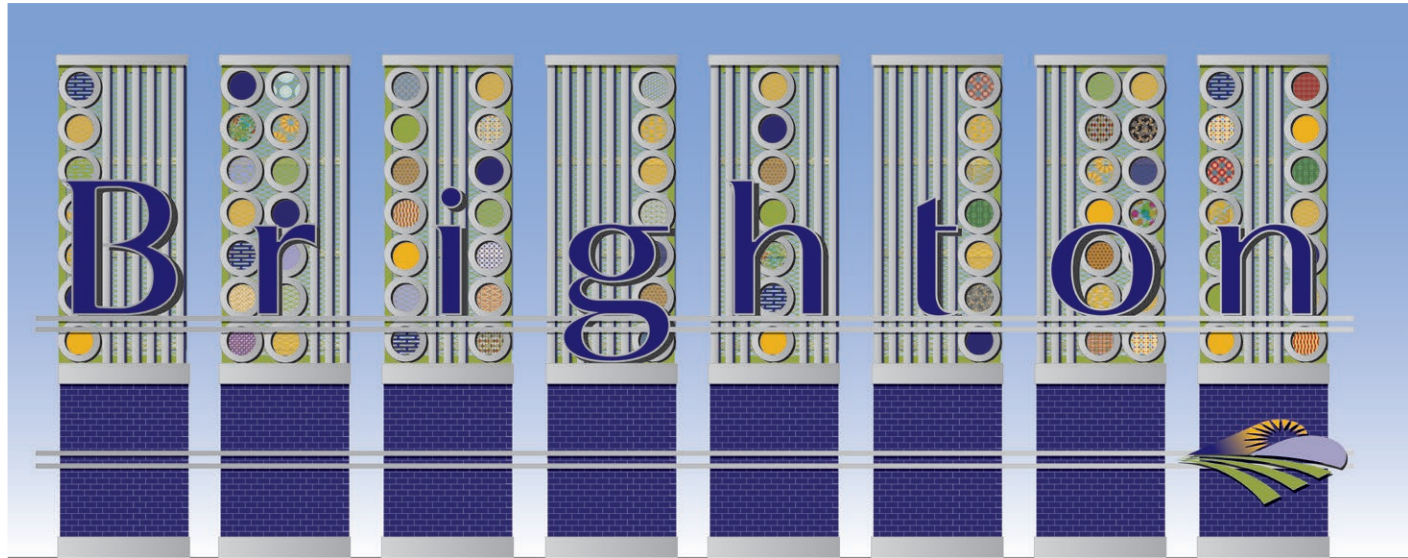
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WAYFINDING TYPOLOGIES - CONCEPT 2

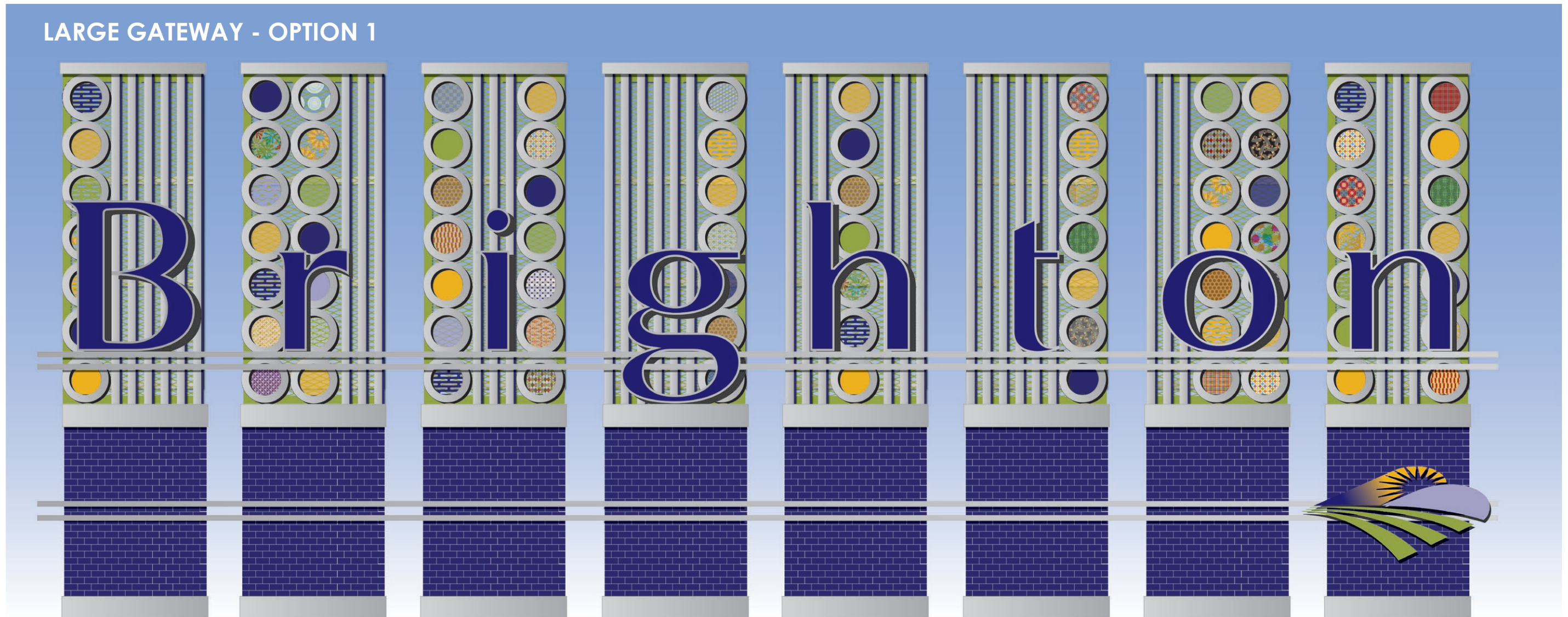
pg. 14

- 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







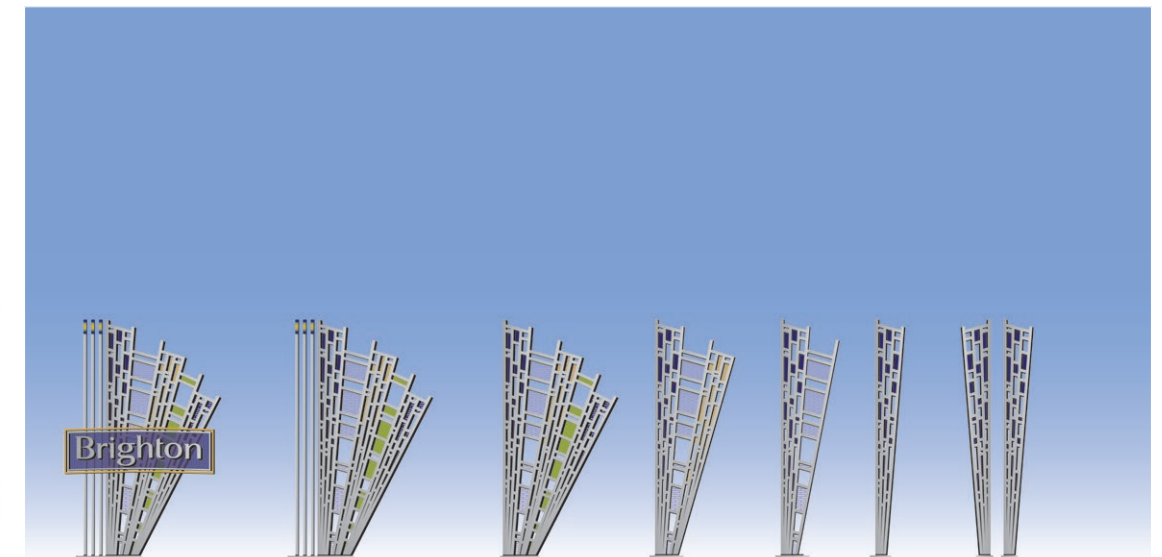
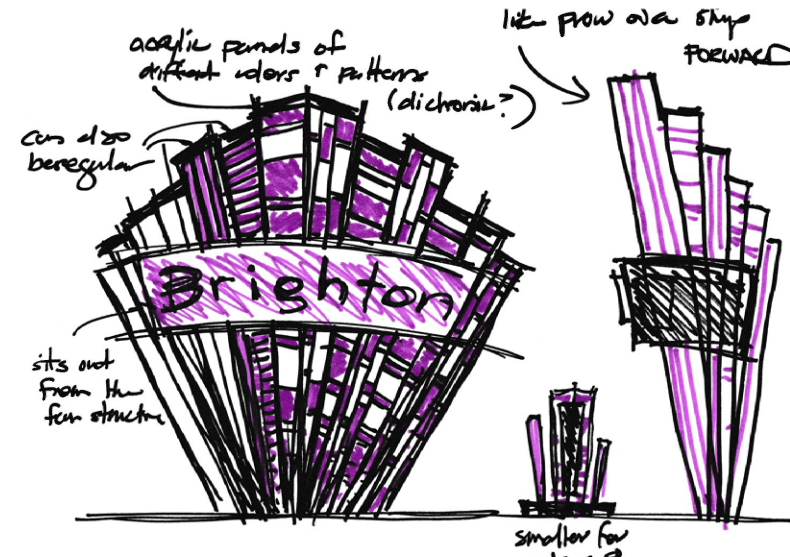
- ROUNDBABOUT GATEWAY
- ARTISTIC ELEMENTS



- ROUNDBABOUT 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**



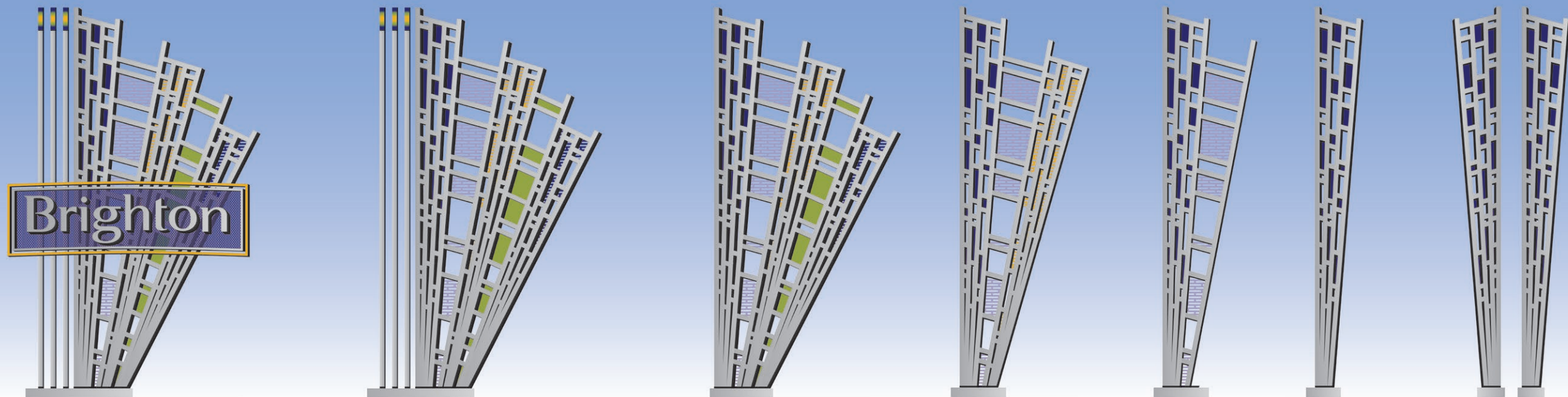
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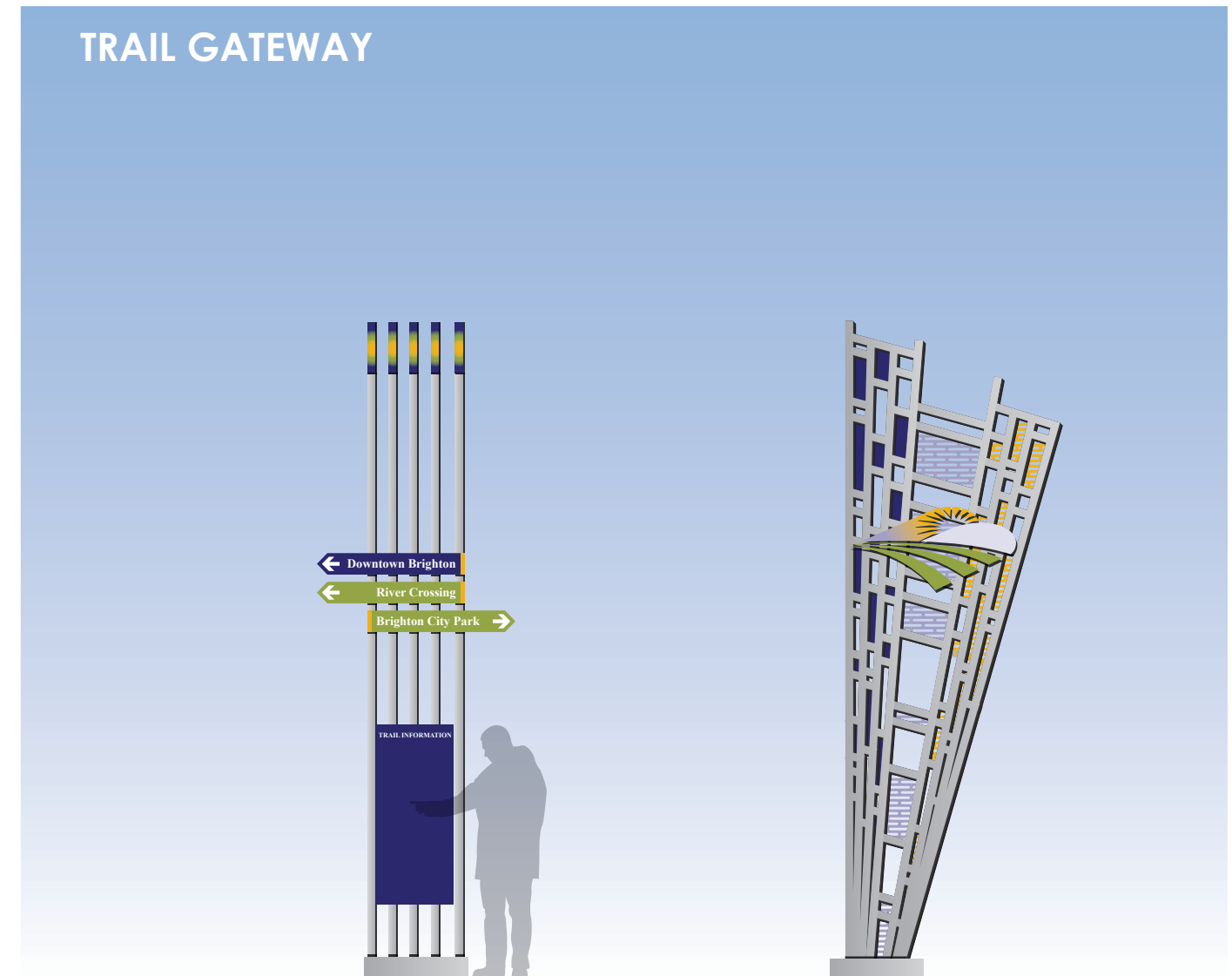


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- MEDIUM/ROUNDBOAT GATEWAY
- ARTISTIC ELEMENTS

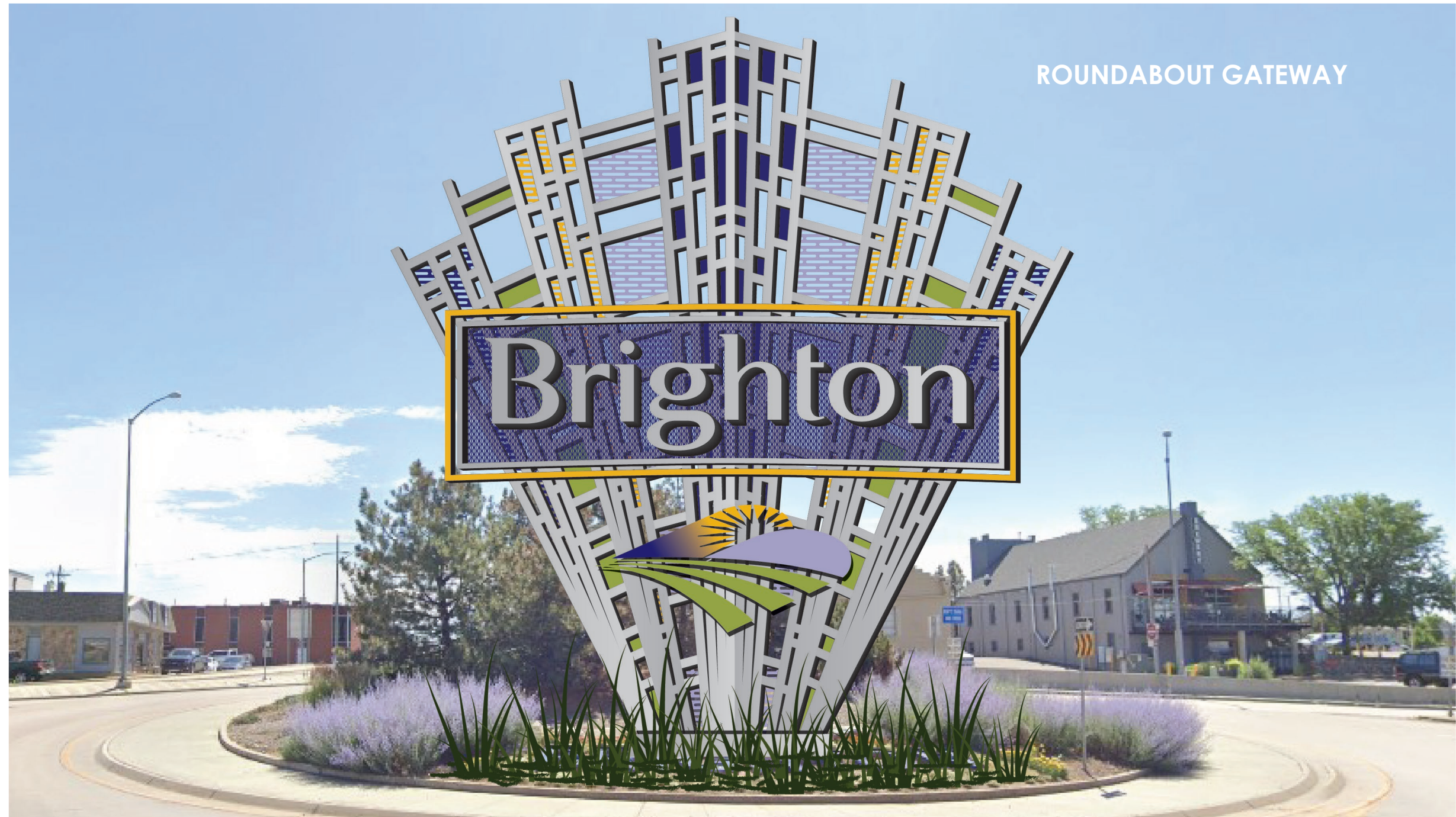


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ROUNABOUT GATEWAY



ROUNDABOUT GATEWAY

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