

CASE STUDY

CITY OF BRIGHTON (CLIENT)

Background & Challenge

The City of Brighton, northeast of Denver, is home to over 40,000 people, has a rich agricultural history, and sits on relatively level land with views of the Rocky Mountains in the distance. The city has experienced steady growth, in both population and commerce, and has **identified land to the south and west of the Adams County Government Center (the government center) as land well-positioned for development.**

In its efforts to attract development to the site, Brighton's municipal staff and elected leadership are using the city's comprehensive plan to guide its efforts. City leadership has indicated a strong interest in creating a walkable urban environment featuring a mix of uses across the 370+ acre site. Private landowners and developers who hold the land around the government center are also interested in bringing a mix of uses to the site, yet the delivery of those uses and the density of each is dependent on market forces that are proving difficult to predict and agree upon.

Recognizing the challenges of a changing market and striving to encourage growth that serves current and future citizens, the city turned to ULI Colorado for charting a path forward that can catalyze mixed-use development in the area:



The Client's Questions for the ULI Panel to Address

1. What trends should we be focused on to favor mixed-use development in the area?
2. We would appreciate a review of the Land Use and Development Code standards for mixed-use buildings to identify any standards that should be amended to better facilitate mixed-use development.
3. Are we missing out on any financing opportunities to assist the developers in this area and how could the developers best leverage the available mechanisms?
4. Can you provide examples of successful mixed-use commercial developments of a similar nature?
5. Are there impediments to making a mixed-use development work in this area that the city should undertake to improve the likelihood of a mixed-use development being proposed?
6. If a less dense product is more likely to develop, what principles should be incorporated into the developments to ensure this remains a walkable, bike-able, and transit friendly area?
7. If the current vision is unrealistic, what future land uses could be appropriate in the various sections of the study area?

The Panel's Recommendations

- Examples of successful mixed-use developments throughout the metro area, including retail and multi-family development
- Provide a variety of housing typologies and price points
- Place office and flex along the interstate
- Place commercial at the core and along corridors
- Create non-vehicular corridors to showcase the area
- Create a destination for visitors and residents
- Scale Sable to a walkable width
- Create Main Street along Valente Drive
- Change plans from vertical mixed-use development to horizontal
- Create employment opportunities through a variety of users
- Review list of additional possible funding mechanisms and tools
- Adopt walkable/bike-able connections regardless of project scale
- Revise it's Comprehensive Plan and bring to City Council
- Focus on a phasing plan in PD that incentivizes the city's desired phasing
- Build a list of incentives and baseline requirements into the PD