

BRIGHTON'S SOUTH MAIN STREET REVITALIZATION

DRCOG Metro Vision Idea Exchange
August 23, 2012

Presentation Outline

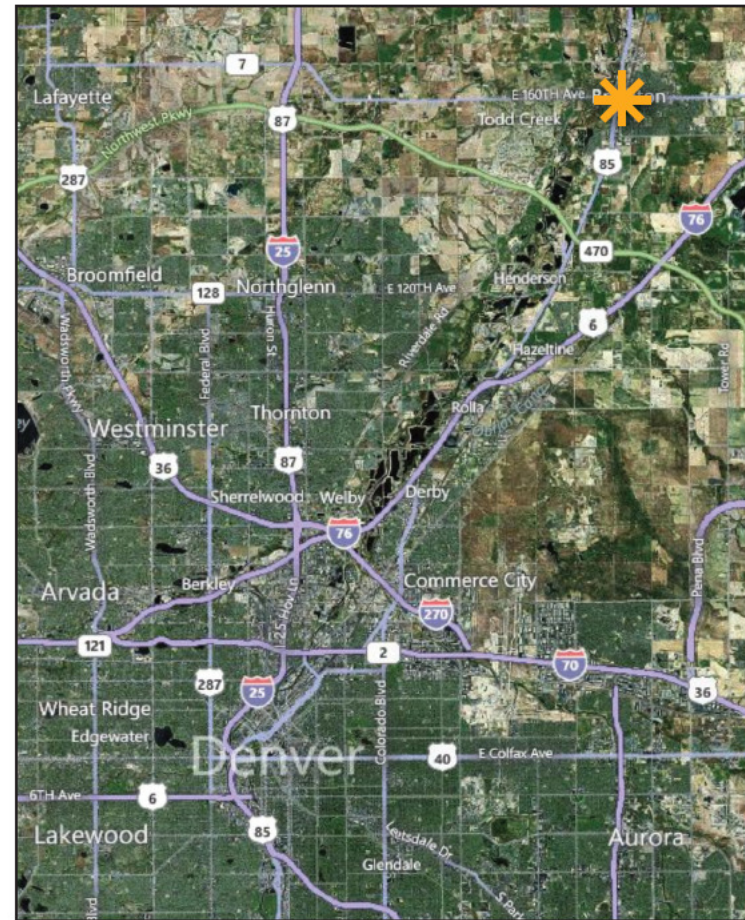
- Context
- History of Brighton
- Brighton Today
- Why a South Main Street Sub-Area?
- Overview of Sub-Area
- Sub-Area as UCD Studio Project
- Planning Efforts to Date and to be Implemented
- Foreseen Challenges



Context

Brighton is:

- 20 miles northeast of downtown Denver
- 20 miles northwest of DIA
- US-85 and I-76 main travel corridors running north/south
- Hwy 7, E-470 and 120th Avenue east/west travel corridors



 - City of Brighton, Colorado

History of Brighton

- Railroad set the foundation for Brighton
- City incorporated on July 26, 1887
- Brighton became County seat in 1904



North Main Street - Brighton, CO. Photo taken 1910.
Source: Denver Public Library

Brighton Today

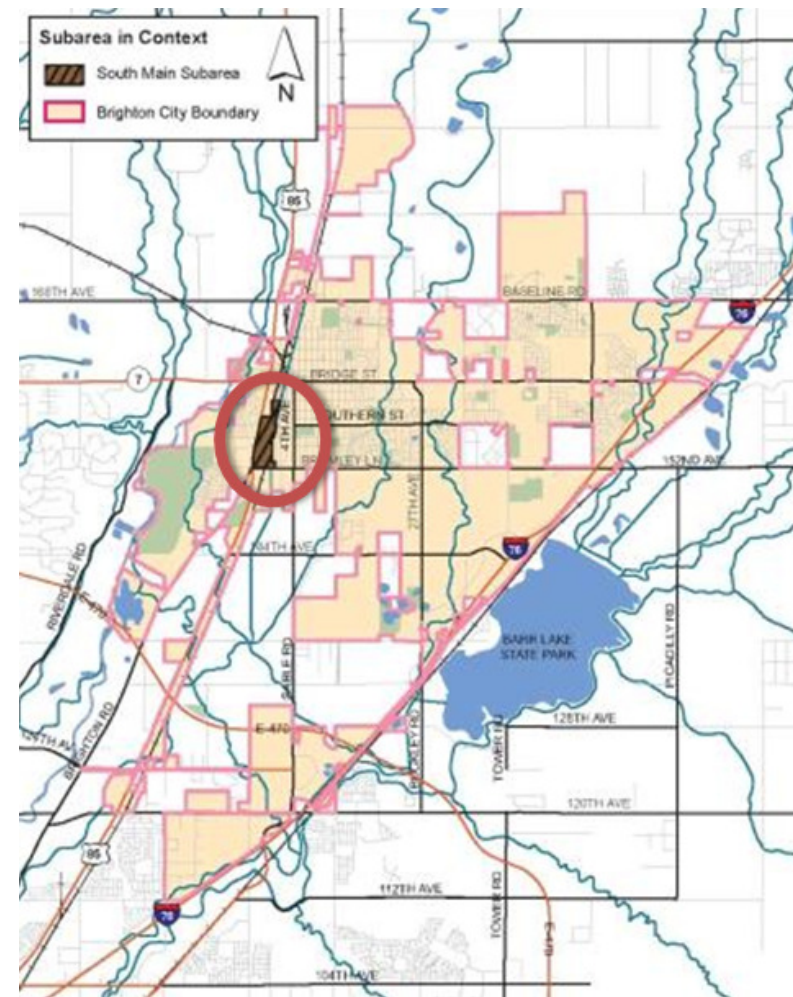
- Population: 33,352
- Median Age: 32.2 years
- Avg. Household Size: 2.95
- Housing Units: 11,387
- Racial Distribution: White (56%) and Hispanic (28%)



Public Art – Completed as part of BURA's Cabbage Street improvement project.

Brighton Today

- Majority of growth in 1990s and 2000s
- Typical single-family residential and big box development built on eastern limits of city
- Since 2008, infill and redevelopment in key locations



Why a South Main Street Sub-Area?

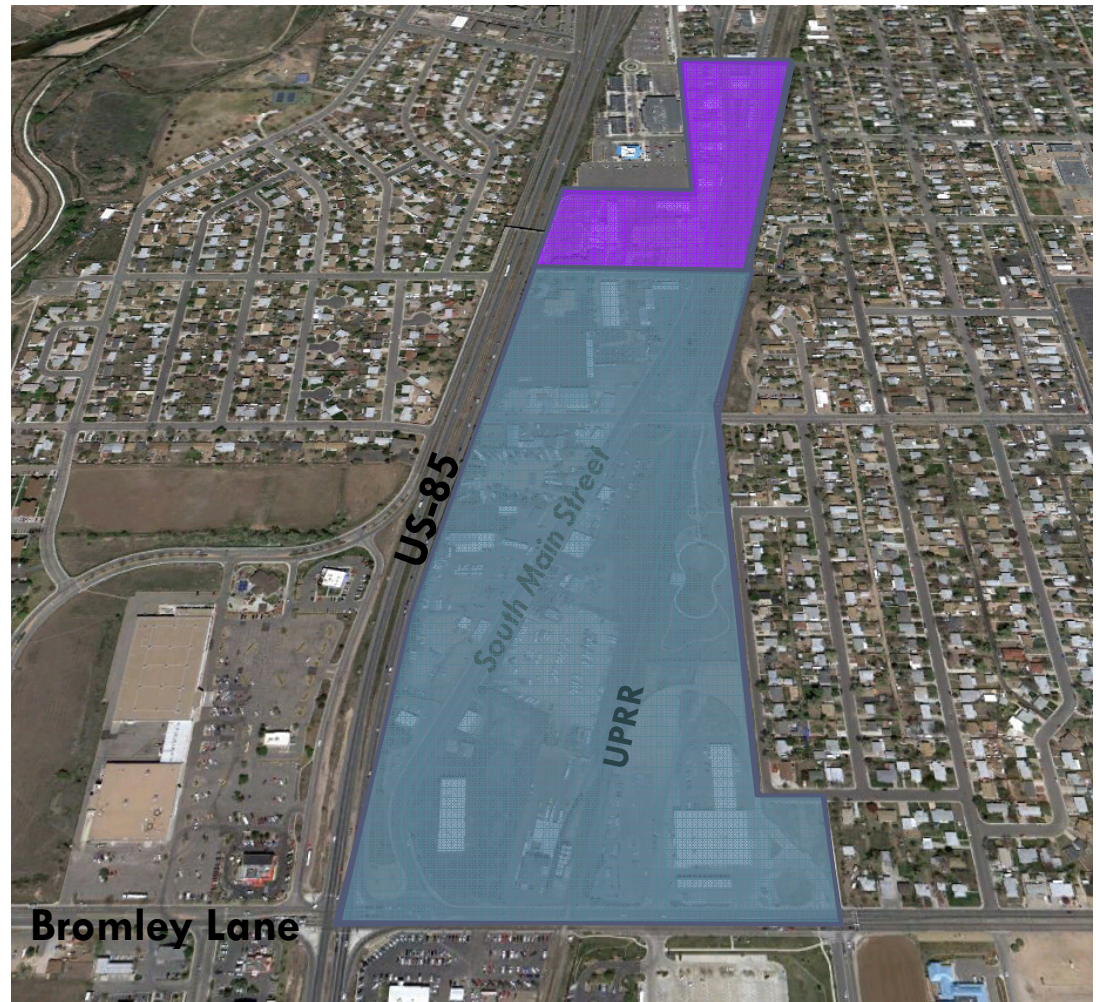
Impetus:

- Safety improvements to Bromley Lane and US-85 intersection
- Development interest within the area



South Main Street Sub-Area

- Location:
NEC of US-85
and Bromley Lane
- Size: 89 acres
- Existing Zoning:
Primarily Light
Industrial, with
north portion
Downtown



Sub-Area: Existing Uses

Industrial:

- Warehousing
- Outdoor Storage
- Manufacturing



Sub-Area: Existing Uses

Commercial:

- Primarily auto-oriented (i.e., gasoline stations, tire repair, car wash, used auto sales)
- Some restaurants and personal services businesses



Sub-Area: Existing Uses

Residential:

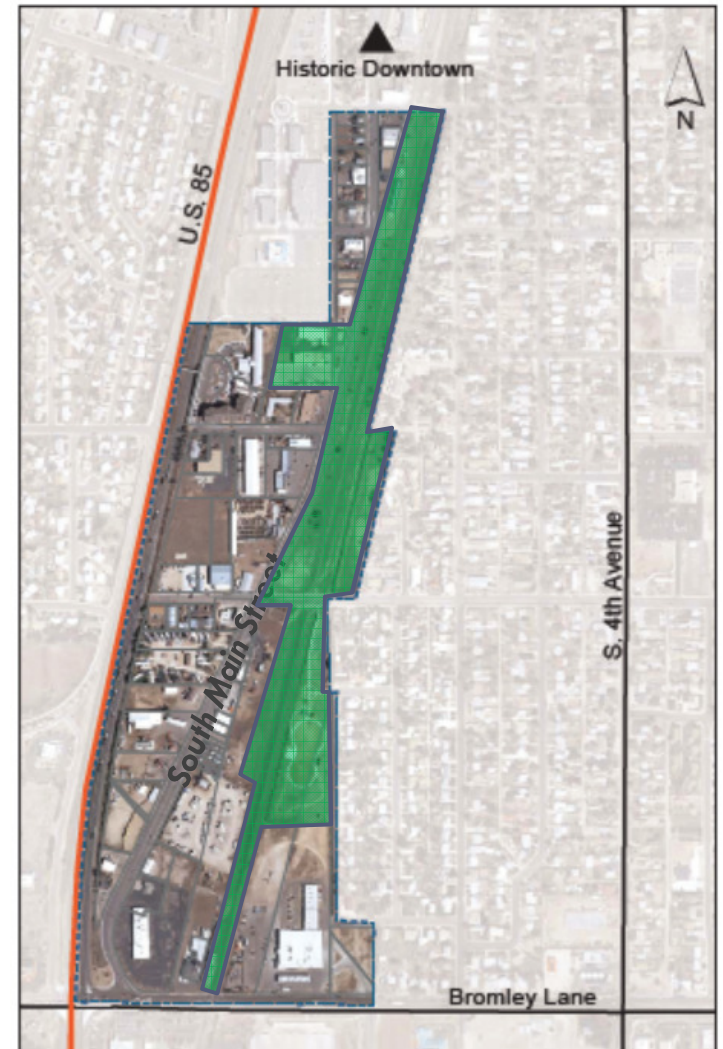
- Non-Conforming Mobile Home Park
- Affordable Senior Housing



Sub-Area: Existing Uses

Public:

- Railroad right-of-way
- City park
- Fire Station



Sub-Area: Existing Uses

Vacant or Underutilized:

- Sites and Buildings

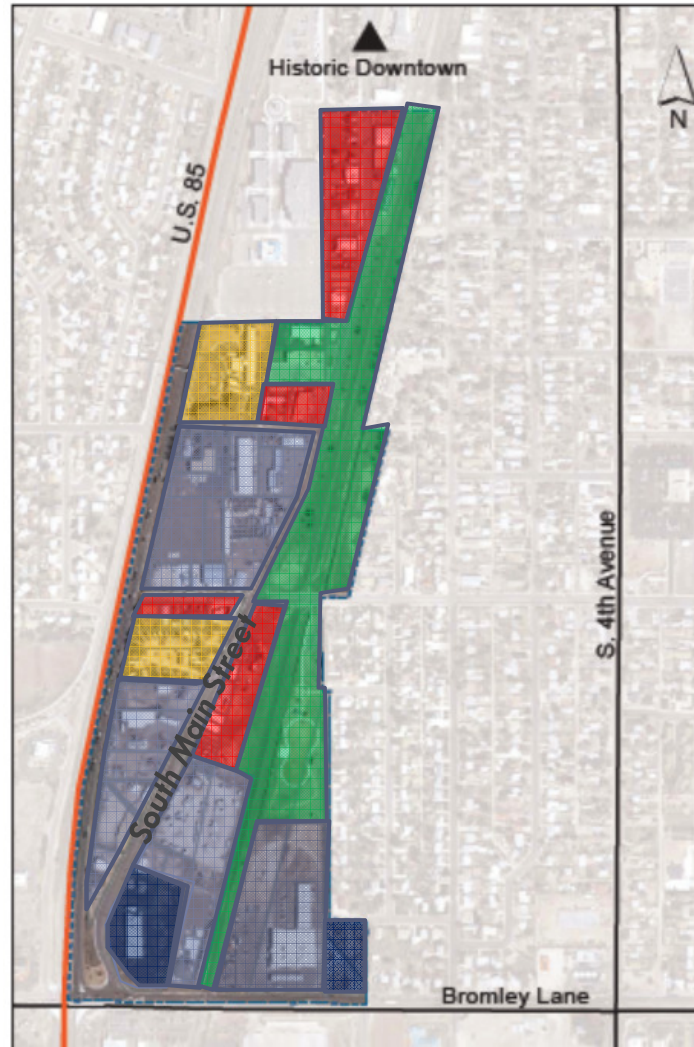


Sub-Area: All Existing Uses

Industrial



Vacant



Public

Commercial



Residential



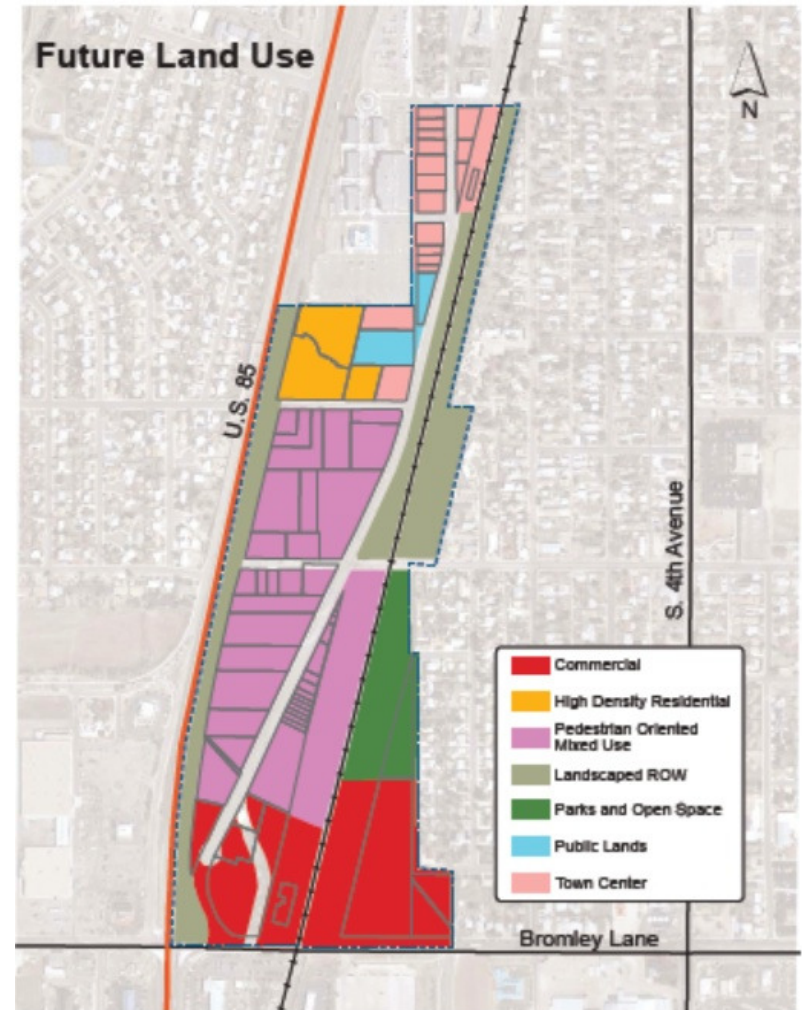
South Main UCD Studio Project

- Request for semester studio project
- Students performed site visit and met with key departments
- Students drafted a Community Inventory and presented to staff



South Main UCD Studio Project

- Students began determining issues and opportunities
- Prepared their recommendation in a formalized Sub-Area Plan
- Presented their recommendation to City Council



City Planning Efforts to Date

- BURA hired a consultant to host two design charrettes with key city staff and Economic Development



City Planning Efforts to be Implemented

- Market analysis
- Establish steering committee and hold stakeholder meetings
- Kick-off meeting with the public
- Develop and adopt city plan
- Begin implementing plan by rezoning properties
- Marketing/promotion, financing and partnerships



Foreseen Challenges

- ❑ Current economic climate
- ❑ Allowing market to dictate the type and character of land uses
- ❑ Creating the vision and plan...and sticking to it
- ❑ Getting buy-in from property owners
- ❑ Creating a distinct area that doesn't compete with Historic Downtown

