A watercolor-style illustration of a mountain range. The foreground features a body of water in shades of blue and teal, with some orange and red splatters. The middle ground shows a range of mountains in various shades of blue and teal. The background features a range of mountains in shades of orange, red, and yellow, suggesting a sunset or sunrise. The entire scene is framed by a thin black border.

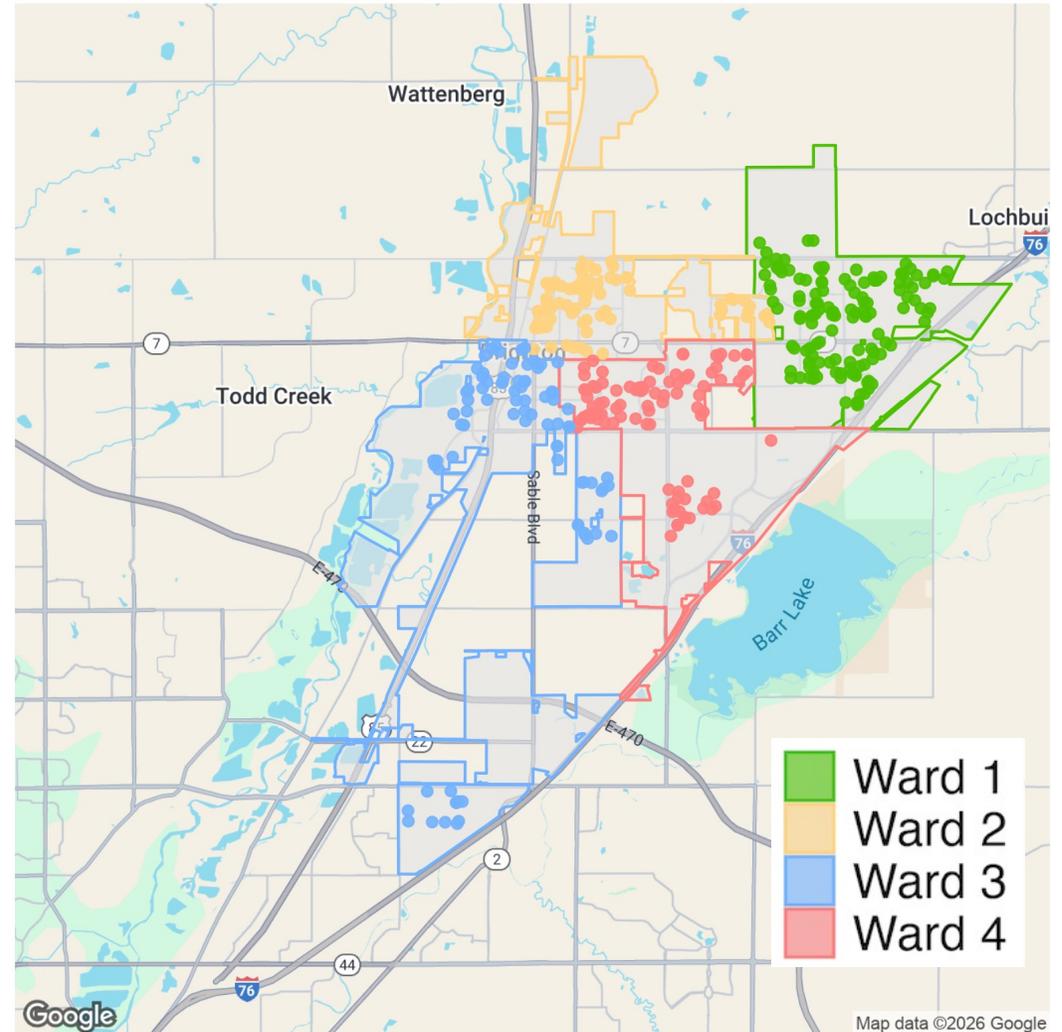
# BRIGHTON CITY COMPREHENSIVE PLAN

2026 RESIDENT PRIORITIES SURVEY



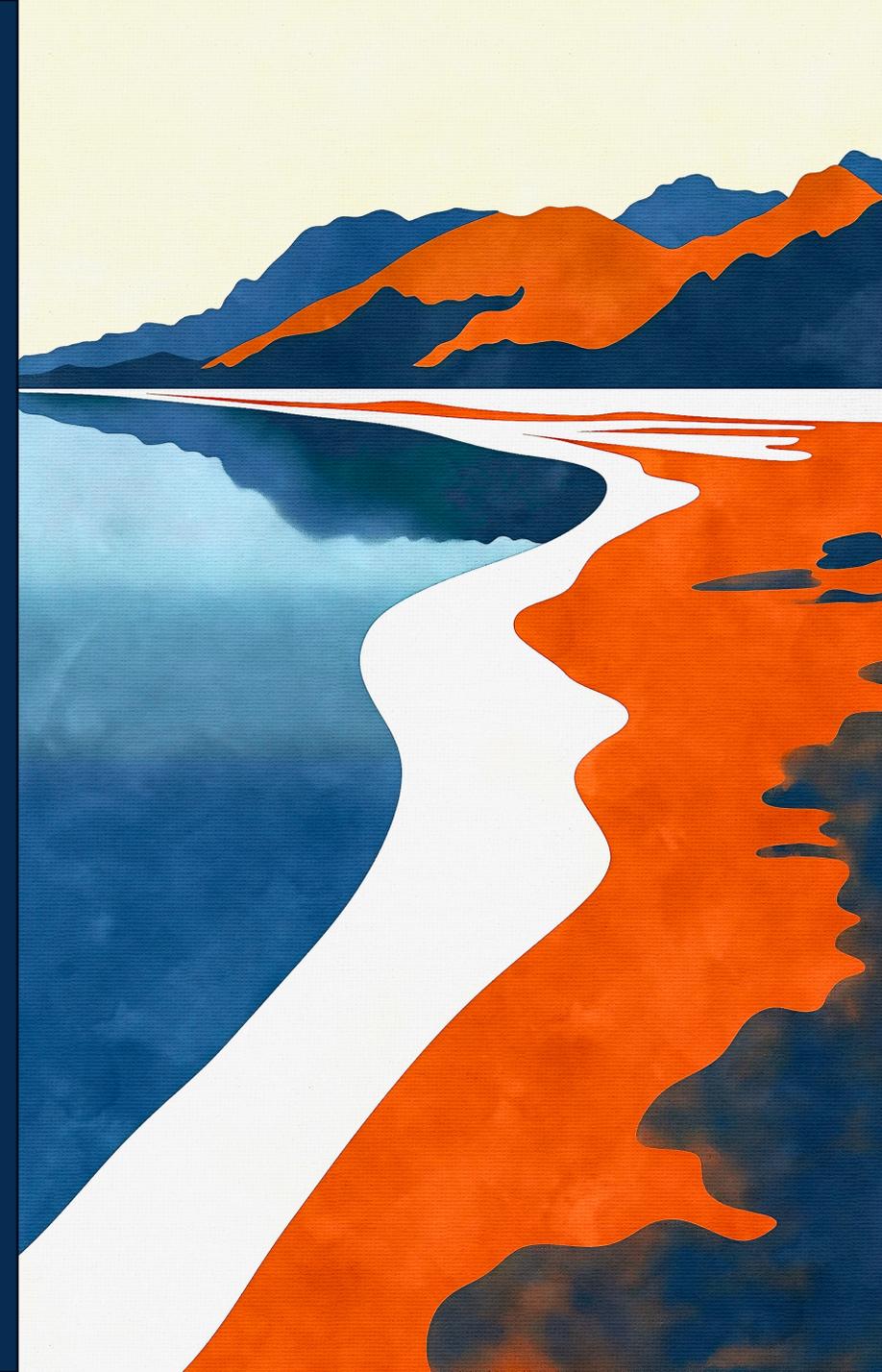
# METHODOLOGY

- ◆ 16,000 households were sampled from the Brighton City registered voter file and a USPS residential list from a third-party address-based sample provider.
- ◆ Fielding was conducted from November 24, 2025 – January 12, 2026. Survey invitations were sent via postcard, email, and text message. The survey was available in both English and Spanish.
- ◆ 429 residents responded.
- ◆ Data was weighted to reflect the demographics of the City, specifically in regards to age, gender, race, ward, and homeownership.
- ◆ MOE: +/- 4.70



# KEY FINDINGS

- ◆ Residents report a **high quality of life driven by Brighton's atmosphere, safety, and small-town character**. Most residents rate their quality of life favorably, with few reporting low satisfaction. The City's small-town feel, sense of safety, and family-friendly environment are central to why people choose to live in Brighton.
- ◆ **Rapid growth is the dominant concern** and is expected to remain so in the future. Residents widely agree that **growth is happening quickly**, and many feel it is **outpacing infrastructure**, increasing costs, and straining public services.
- ◆ **Affordability** for self and family as well as **reducing traffic are top priorities**—residents do not feel progress is keeping pace with the current rate of growth. However, **these same areas show low performance relative to importance, suggesting a gap between resident expectations and perceived City outcomes**.
- ◆ **Parks and open space are strong assets, while dining, shopping, and entertainment options lag**. Outdoor recreation and park access receive the highest ratings among City services and community amenities. In contrast, **many residents leave Brighton for leisure activities** and express a desire for more diverse, higher-quality restaurants, shopping, and entertainment options closer to home.
- ◆ **Residents favor development that preserves farmland and community character**. There is strong support for preserving farmland, protecting agricultural heritage, and maintaining Brighton's rural identity. **Preferences lean toward single-family homes, high-quality design, and development that aligns with existing community values** rather than large-scale or industrial growth.



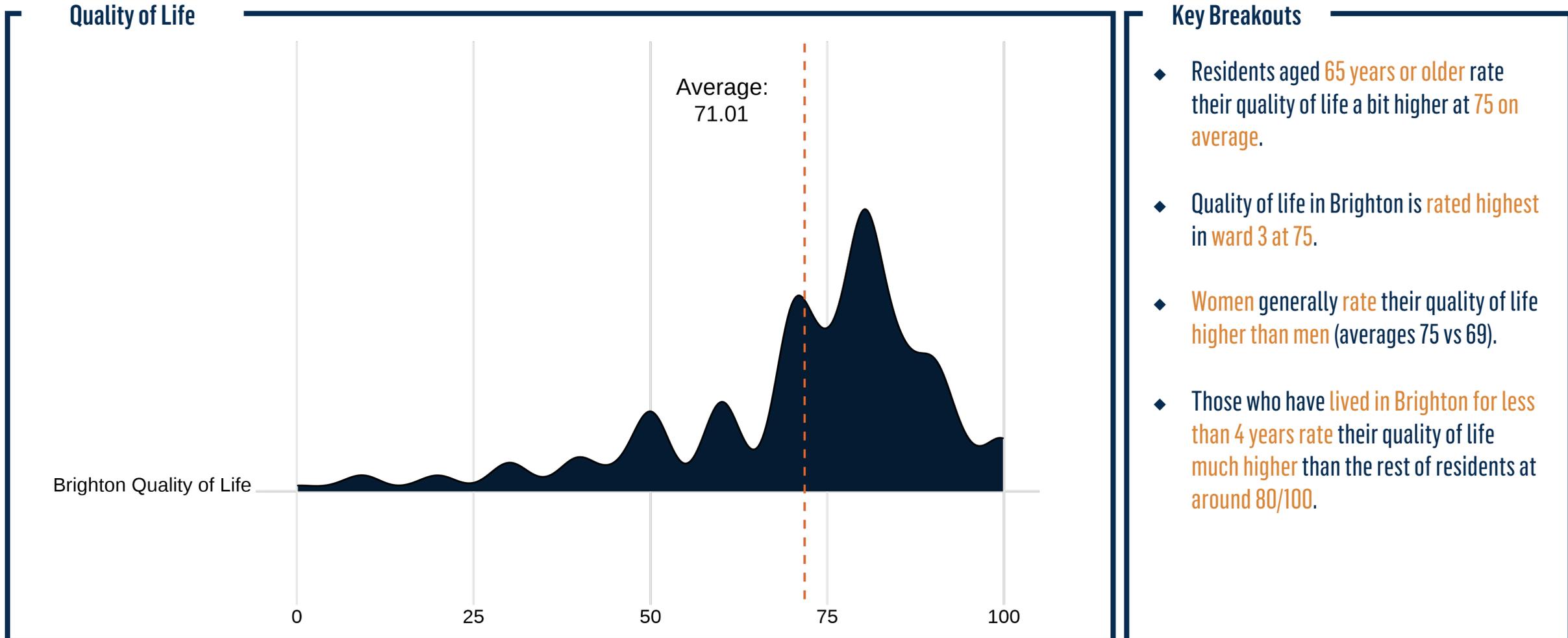
---

# **CITY DIRECTION AND PERCEPTIONS**

---

# Quality of life in Brighton is high with an average of 71 out of 100

About one in four Brighton residents rate their quality of life very high (85 or above on a 100-point scale). Half of residents score within 10 points of the city average (60–80), while only 12% rate their quality of life below 50.



Q: All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Brighton? (n = 428)

# Brighton's appeal comes from its atmosphere, location, and safety



## SMALL-TOWN FEEL (57%\*)

Residents overwhelmingly emphasize the small-town atmosphere as a primary attraction. This sentiment captures a sense of community, familiarity, and a slower pace of life that many residents enjoy.



## PROXIMITY TO DENVER (27%)

Respondents appreciate Brighton's location near Denver, offering easy access to amenities (e.g., airport and major highways) while having a more relaxed, less congested environment.



## COMMUNITY SAFETY (19%)

The friendly community, low crime rates, and sense of security are seen as positive aspects of living in Brighton. The perception of a safe, welcoming environment with community-oriented events and interactions are mentioned repeatedly.



## OPEN SPACE AND RURAL CHARACTER (15%)

The presence of agricultural land, open spaces, and a semi-rural feel are attractive features for many Brighton residents.



## AFFORDABILITY (5%)

Housing affordability and lower cost of living compared to Denver metro areas are significant draws for residents. Many appreciate being able to own a home or live comfortably without the high expenses of larger cities.

\*Percentages are calculated amongst complete, coherent responses. Responses with "NA," "None," "No," etc., were removed.

Q: In just a few words, what do you like most about living in Brighton? (n = 416)

# Growth drives concerns about infrastructure, affordability, safety, and sustainability



## CITY GROWTH (38%\*)

A major concern is the rapid growth of Brighton. Residents are worried about the City expanding too quickly without adequate infrastructure, road capacity, and community planning to support the increasing population.



## INFRASTRUCTURE NEEDS (29%)

Closely tied to growth is infrastructure issues, including poorly maintained roads, lack of traffic management, and insufficient public transportation. Residents frequently ask for better roads, sidewalks, and City services.



## AFFORDABILITY (24%)

The cost of living, including high property taxes, expensive housing, and increasing utility costs, is creating financial strain for residents. Many feel the City is more unaffordable, especially for long-term residents and younger generations.



## RISING CRIME (18%)

Residents express concerns about increasing crime rates, homeless populations, drug use, and overall community safety. There's a perception that the City is becoming less safe with rapid expansion.



## WATER (8%)

Water quality, availability, and cost are significant concerns for Brighton residents. Many complain about hard water, high utility costs, and questions about water sustainability with continued growth.

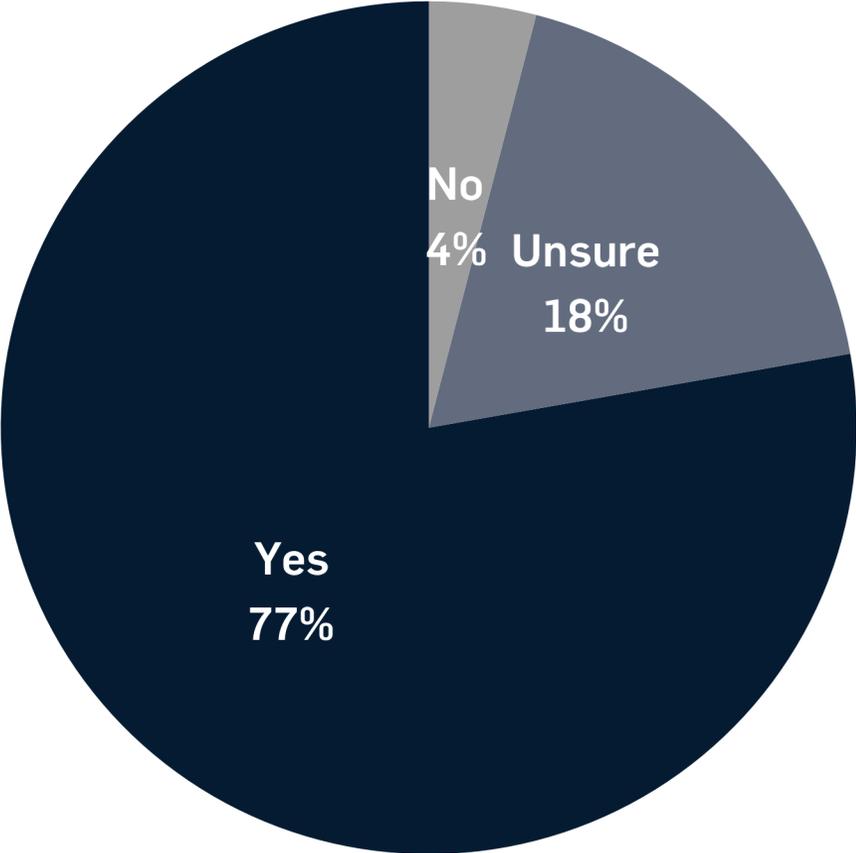
\*Percentages are calculated amongst complete, coherent responses. Responses with "NA," "None," "No," etc., were removed.

Q: In your opinion, what is the most important issue facing Brighton today? (n = 425)

# 3 in 4 residents expect the top issue today will be the top issue in the future

Looking down the road, residents feel rapid growth will outpace current infrastructure, drive costs up, and add strain on public services.

Will Current Top Issue be the Most Important in the Next 3-5 Years?



“Growth emphasis being prioritized over improving existing infrastructure.”

“We keep building homes and apartments but most still can’t afford to live here.”

“Increase in population and consequential increase in traffic.”

“Infrastructure to support population growth (congested roadways, ensuring police and fire can support the growth, strong schools).”

Q: Do you think this issue will continue to be the most important issue facing Brighton in the next 3-5 years? (n = 428)

Q: Why do you think this issue will continue to be the most important issue in the next 3-5 years? (n = 328)

Q: What do you think will be the most important issue facing Brighton in the next 3-5 years? (n = 87)

# Growth is still the top concern in the next 3-5 years among residents who reported they don't think the same leading issues will continue in the future



## GROWTH (35%\*)

Growth is the most frequently mentioned concern among Brighton residents. The rapid growth of the City is seen as both an opportunity and a challenge, with many worried about managing its pace and impact.



## RESOURCES AND UTILITIES (20%)

Water rights, resource availability, and the city's capacity to support continued growth are important considerations. Residents are worried about long-term sustainability in terms of natural resources and infrastructure.



## TRAFFIC AND POPULATION (17%)

The increase in population is directly linked to growing traffic congestion and overcrowding. Residents are concerned about the impact of more people on the City's transportation and overall quality of life.



## AFFORDABLE HOUSING (13%)

Affordable housing and the rising cost of housing are key issues for Brighton residents. The increasing housing prices and limited affordable options are creating challenges for current and potential residents.



## INFRASTRUCTURE (13%)

Residents are deeply concerned about the City's ability to support population growth through adequate infrastructure like roads, schools, and public services. The strain on existing infrastructure due to rapid expansion is a significant worry.

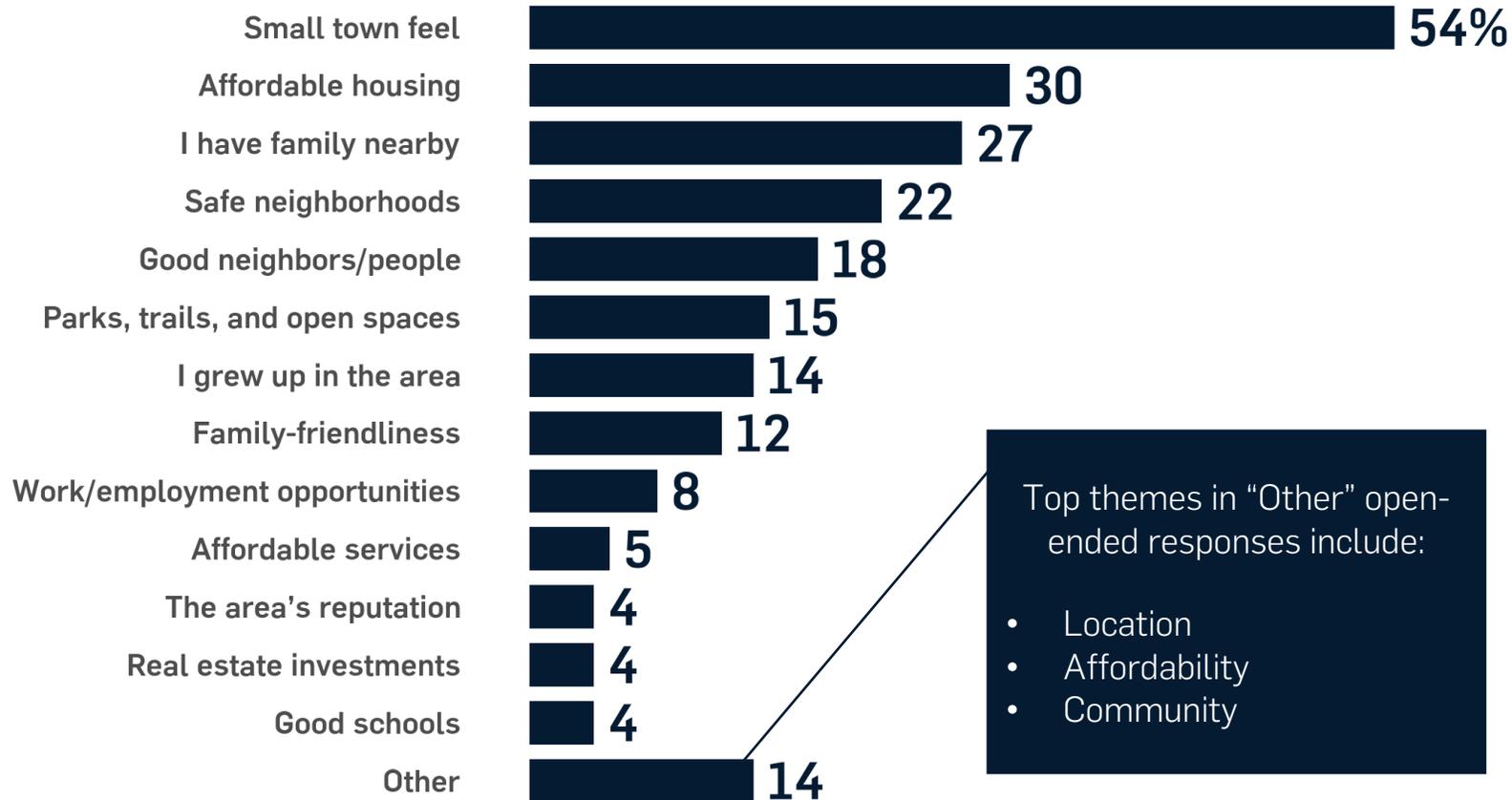
\*Percentages are calculated amongst complete, coherent responses. Responses with "NA," "None," "No," etc., were removed.

Q: What do you think will be the most important issue facing Brighton in the next 3-5 years? (n = 87)

# Its small-town feel is the leading reason residents live in Brighton

A majority of residents express that Brighton's small-town feel is the primary reason they live here. Affordable housing and having family nearby round out the top three motives. Brighton's reputation, real estate, and schools are the least relevant motives for respondents.

## Motives for Living in Brighton



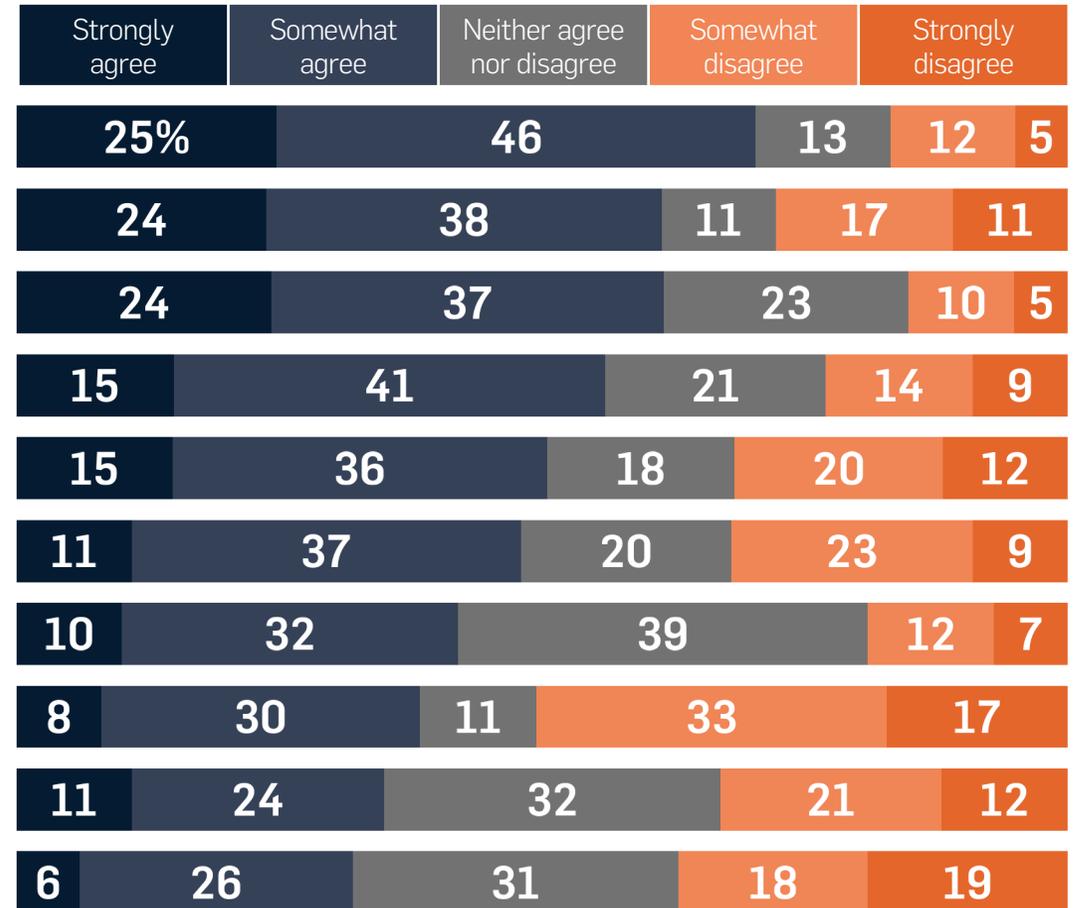
## Key Breakouts

- ◆ Having a **small-town feel** is the number **one reason** residents choose to live in Brighton **across all subgroups of interest** and **usually by more than 10** percentage points.
- ◆ For respondents that **have lived in Brighton for 16+ years**, having family in the area is a top three motive and only trails small-town feel by a few points.
- ◆ **Affordable housing** performs best among residents that have lived in Brighton for **5-20 years** at 38%. **Not far behind** are those that are **under 44 years old**, those that live in **ward 1 or 2**, and those that identify as **White**.

# Brighton is viewed as a safe place to raise a family and recreate

More than half of Brighton residents agree that the city is safe, a great place to raise a family, and offers sufficient recreational spaces, with roughly one in four strongly agreeing on each—higher than any other attribute measured. In contrast, perceptions that the City has sufficient businesses are weakest, with 50% expressing disagreement.

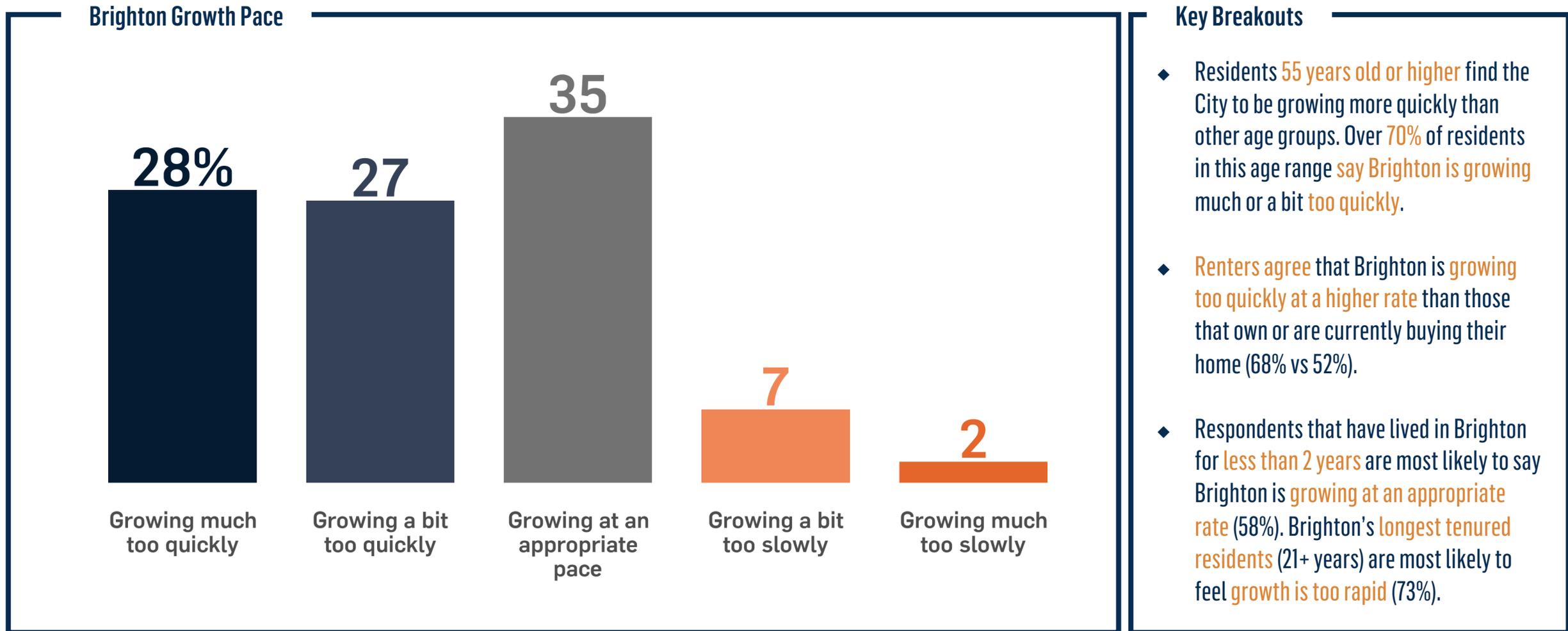
## Perceptions of Life in Brighton



Q: To what extent do you agree or disagree with the following statements about Brighton? (n = 427)

# Most residents agree Brighton is growing quickly, many support current pace

55% of respondents report that they feel Brighton is growing either much or a bit too quickly. Just over 1 in 3 say that the current pace of growth is appropriate while less than 10% feel growth is too slow.

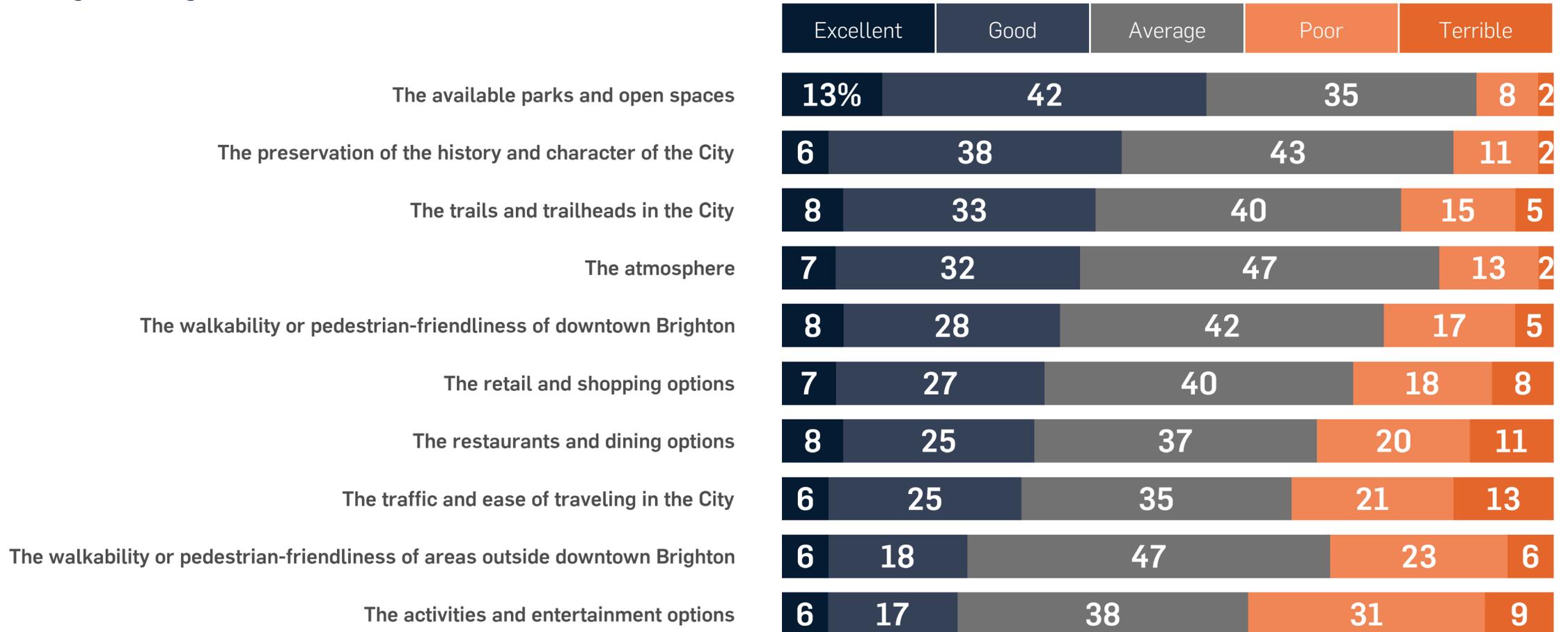


Q: Which of the following statements best reflects how you feel about the pace at which Brighton is growing? (n = 401)

# Recreational areas are rated the best among City services and amenities

Available parks and open spaces lead the field in both “excellent” and “good” ratings. Recreation outside of parks and open spaces, such as activities and entertainment, are rated “poor” or “terrible” by 40% of residents, the lowest rating across all tested metrics.

## Brighton Ratings

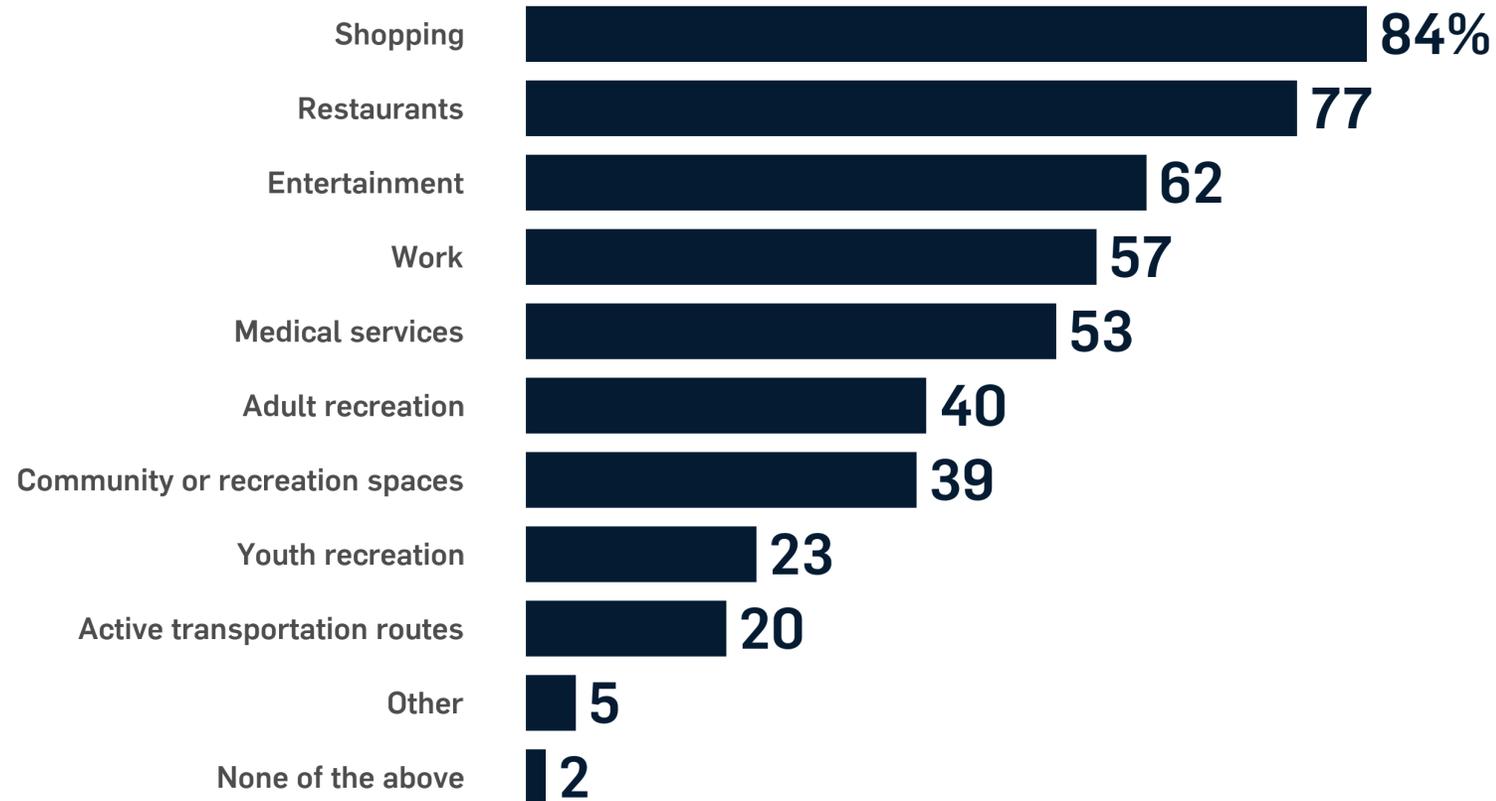


Q: How would you rate each of the following aspects of Brighton? (n = 399)

# Residents seek locations outside Brighton for multiple services and businesses

Leisure activities, such as shopping, eating at restaurants, and participating in entertainment, are the top reasons Brighton residents visit locations outside the City. Over half also leave the City for work and medical services. Less than 1 in 4 leave the City for youth recreation or transportation routes.

## Activities Outside of Brighton



## Key Breakouts

- ◆ Residents that have lived in Brighton for less than 2 years are least likely to leave Brighton for shopping (73%). About 90% of all other residents report leaving Brighton to go shopping.
- ◆ Men are more likely to leave Brighton in search of restaurants than women (84% vs 72%).
- ◆ Medical services are sought outside of Brighton most often by those that have lived in the City 16-20 years, are 65+ years old, or live in wards 3 or 4. About 60% of each of these subgroups look for medical services outside of Brighton.

Q: Do you go to another city to participate in any of the following activities or visit any of the following locations? (n = 398)

---

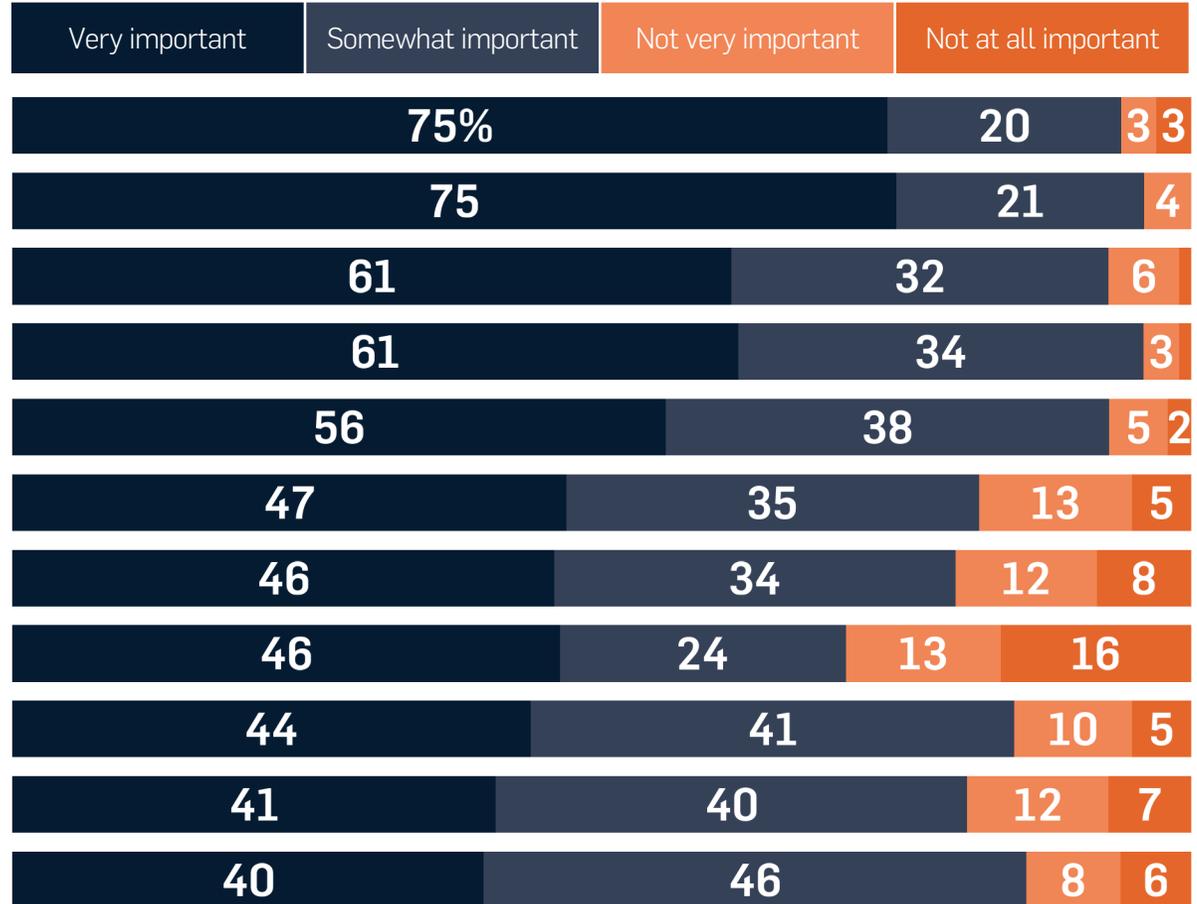
# **CITY PRIORITIES**

---

# Residents place high importance on all aspects of community

All priorities are considered at least somewhat important by 70% or more of Brighton residents. Ensuring families can live in the City and improving traffic are seen as “very important” by 3 in 4, the highest among all priorities.

## Brighton Priorities

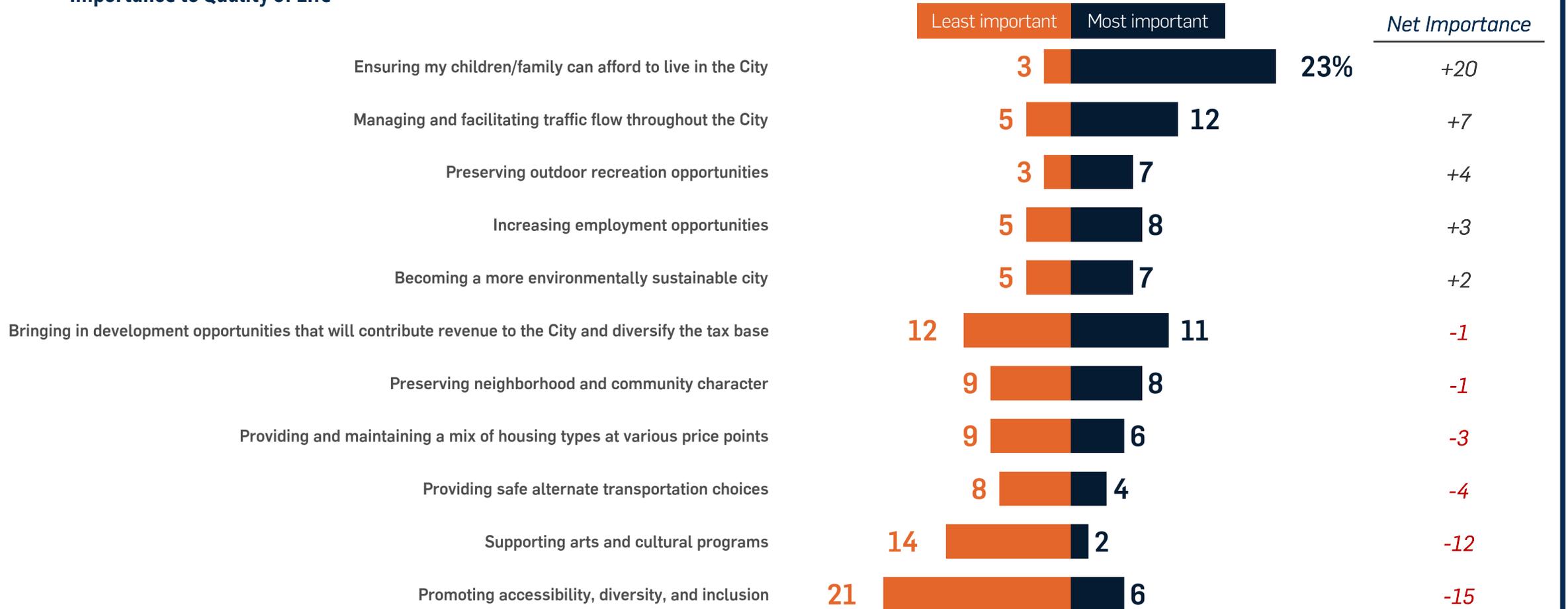


Q: Thinking about planning for the future of Brighton and the aspects of the community you live in, how important are each of the following potential priorities to you personally? (n = 420)

# Ensuring affordability in the City is considered most important overall

Ensuring families can afford to live in Brighton tops all other priorities for almost 1 in 4 residents and has a net importance well above all other priorities. Bringing development opportunities to diversify the tax base is the most polarizing priority. Supporting arts and cultural programs or diversity and inclusion lag most in net importance.

## Importance to Quality of Life



Q: Of the priorities listed below, which is most important to your quality of life? Which is least important? (n = 409)

# And residents think these priorities need the most attention

Ensuring families can afford to live in Brighton and managing traffic have the highest net importance among all listed priorities but are regarded as the priorities that need the most improvement. Residents do feel that Brighton is succeeding in preserving outdoor recreation.

## Brighton Qualities Done Best and Need Most Improvement



Q: Of the following items, which do you think Brighton needs to improve most? Which do you think Brighton does best? (n = 390)

---

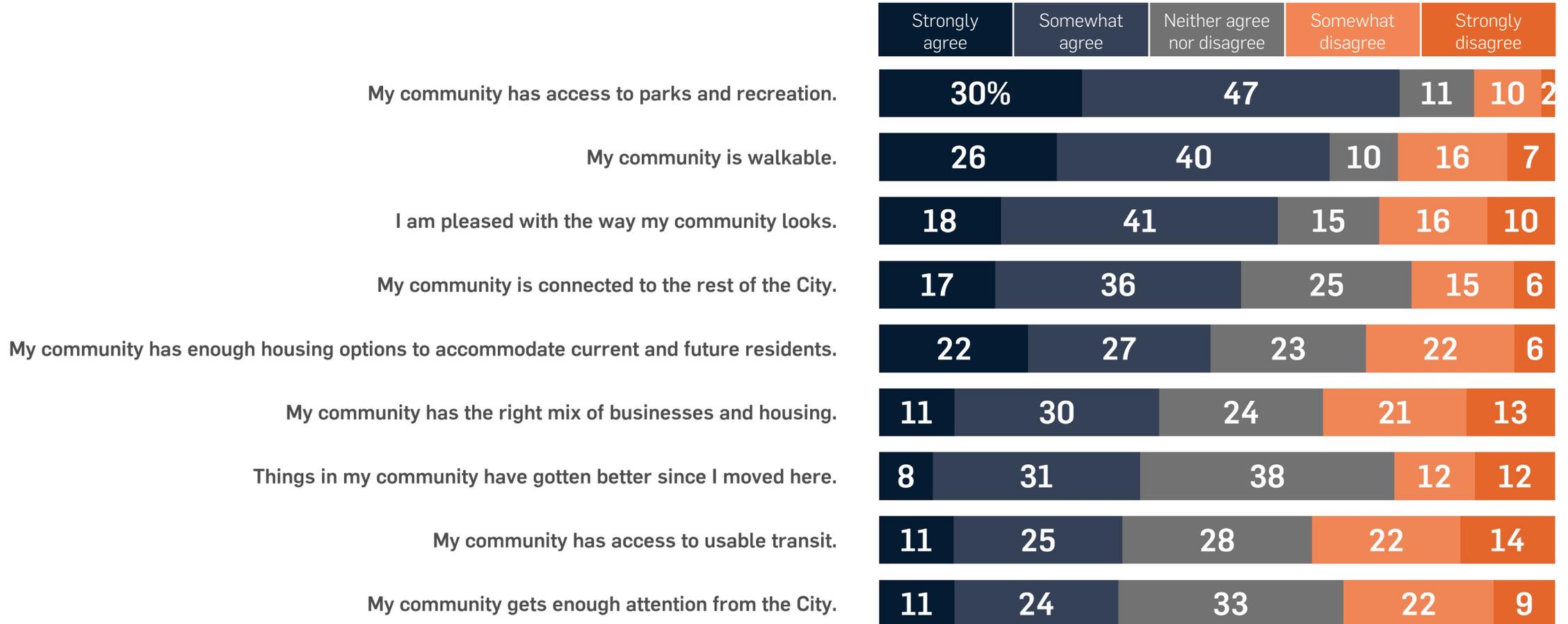
# **COMMUNITY DEVELOPMENT**

---

# Recreation in communities, as with City overall, is viewed as top quality

Nearly 80% agree the community they belong to has access to parks and recreation. More than 50% residents also agree that their community is walkable, looks pleasant, and is connected to the rest of the City. Less than 40% feel their community has gotten better in their time there, has access to usable transit, or gets enough attention from the City.

## Community Qualities

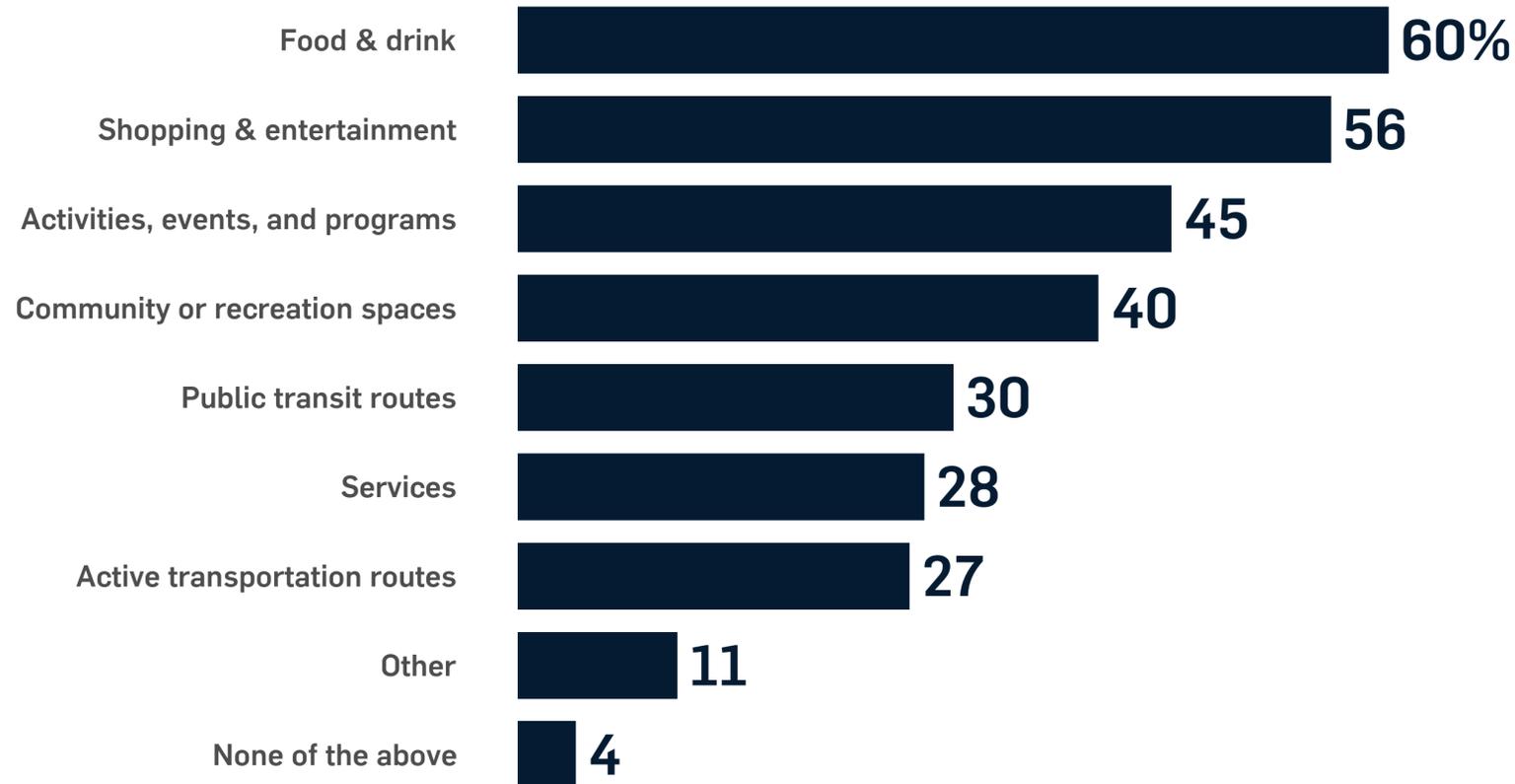


Q: Next, thinking specifically about the community you live in, to what extent do you agree or disagree with the following statements? (n = 391)

# Residents want more food and entertainment options

A majority of respondents want to see more food & drink and shopping & entertainment options in their communities. All potential additions to these communities are supported by at least 1 in 4 residents while only 4% say they don't want to see any of these in their community.

## Want More in the Community



## Key Breakouts

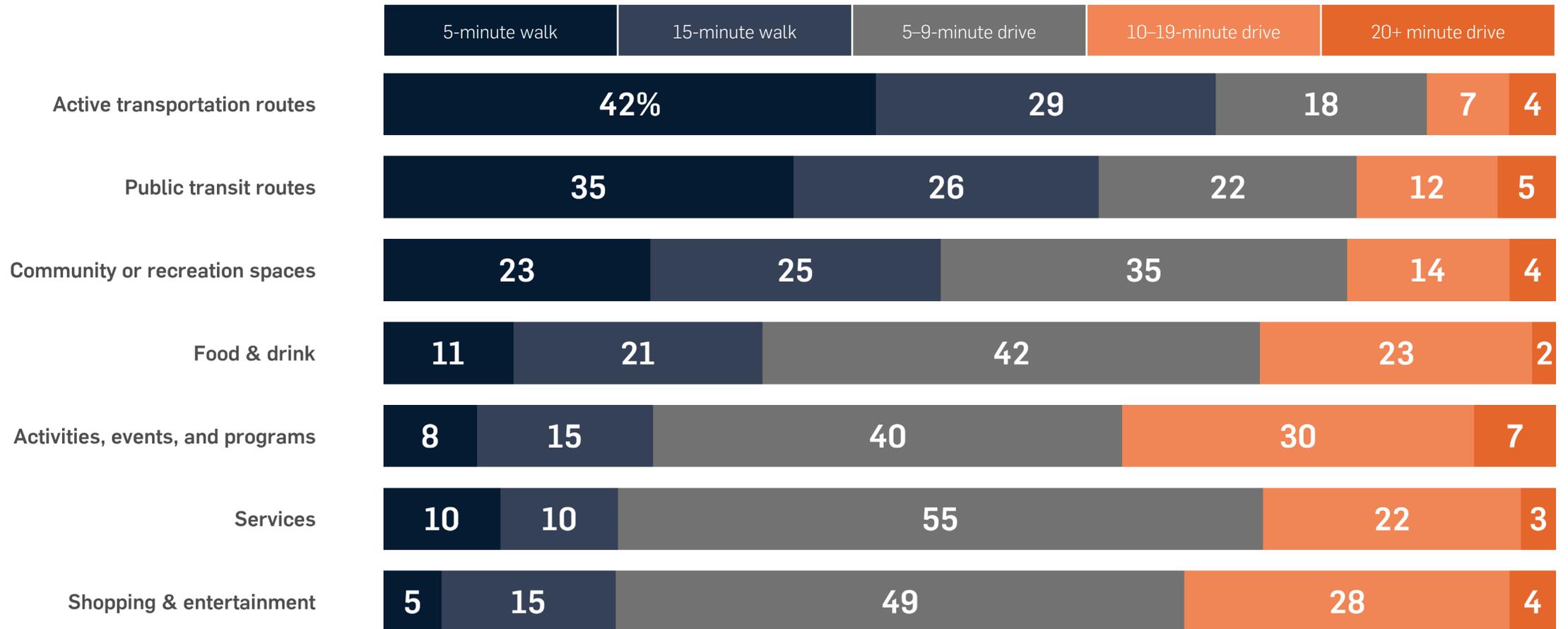
- ◆ Generally, as residents get older, the support for more food & drink in their community decreases. 69% of those aged 18-34 want more food/drink options and that drops to 46% for those 65+ years.
- ◆ Respondents that identify as Hispanic are more likely than any other group to support more activities, events, and programs at 56%.
- ◆ Ward 1 stands out as having more interest in food & drink (71%) and shopping & entertainment (70%) than the other City wards. Ward 2 is much more interested in transit routes (46%) for its community than other areas.

Q: Which of the following would you like to see more of in your community in the future? (n = 389)

# Transportation routes should be in walking distance

71% of residents would like active transportation routes and 61% would like public transit routes within a 15-minute walk from their residence. Residents are split between having community/rec spaces within walking distance or a short drive. Most would prefer service, food, and entertainment options within a 5-19-minute drive.

## Desired Travel Time to Services or Businesses



Q: Ideally, how far would you like to travel to access each of the following potential amenities, businesses, and services in your area? (n = 379)

---

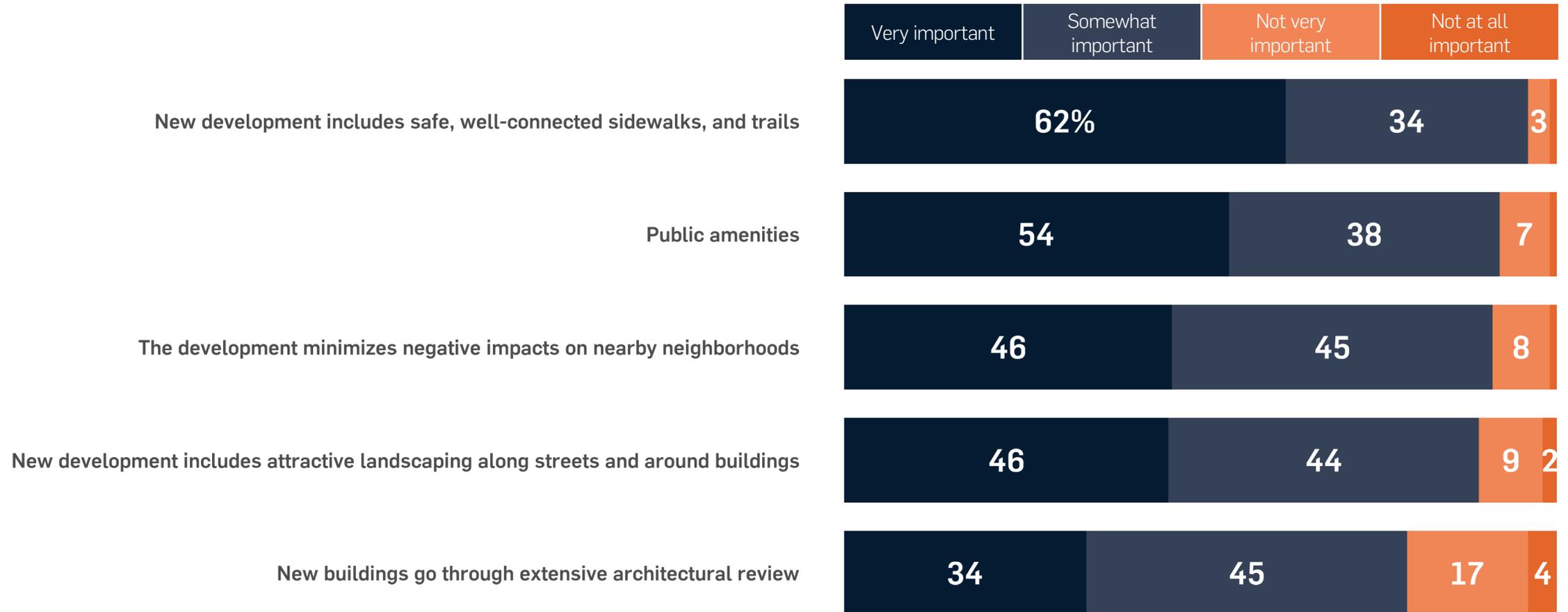
# **BRIGHTON DEVELOPMENT**

---

# Development considerations all seen as important by most of Brighton

Although at least 79% of residents think these development considerations are at least somewhat important, only sidewalks/trails and public amenities were considered “very important” by a majority of the City.

## Importance of Development Considerations



Q: How important are each of the following considerations when thinking about development in Brighton? (n = 377)

# Majority of Brighton prefers high-quality building design

About 6 in 10 residents prefer to have high-quality building design despite potential increases in building costs. Support among subgroups generally followed the preferences seen overall.

## Development Type Preference

High-quality building design, even if it may increase housing or development costs

57%

More flexibility in design standards to help lower housing or development costs

43

## Key Breakouts

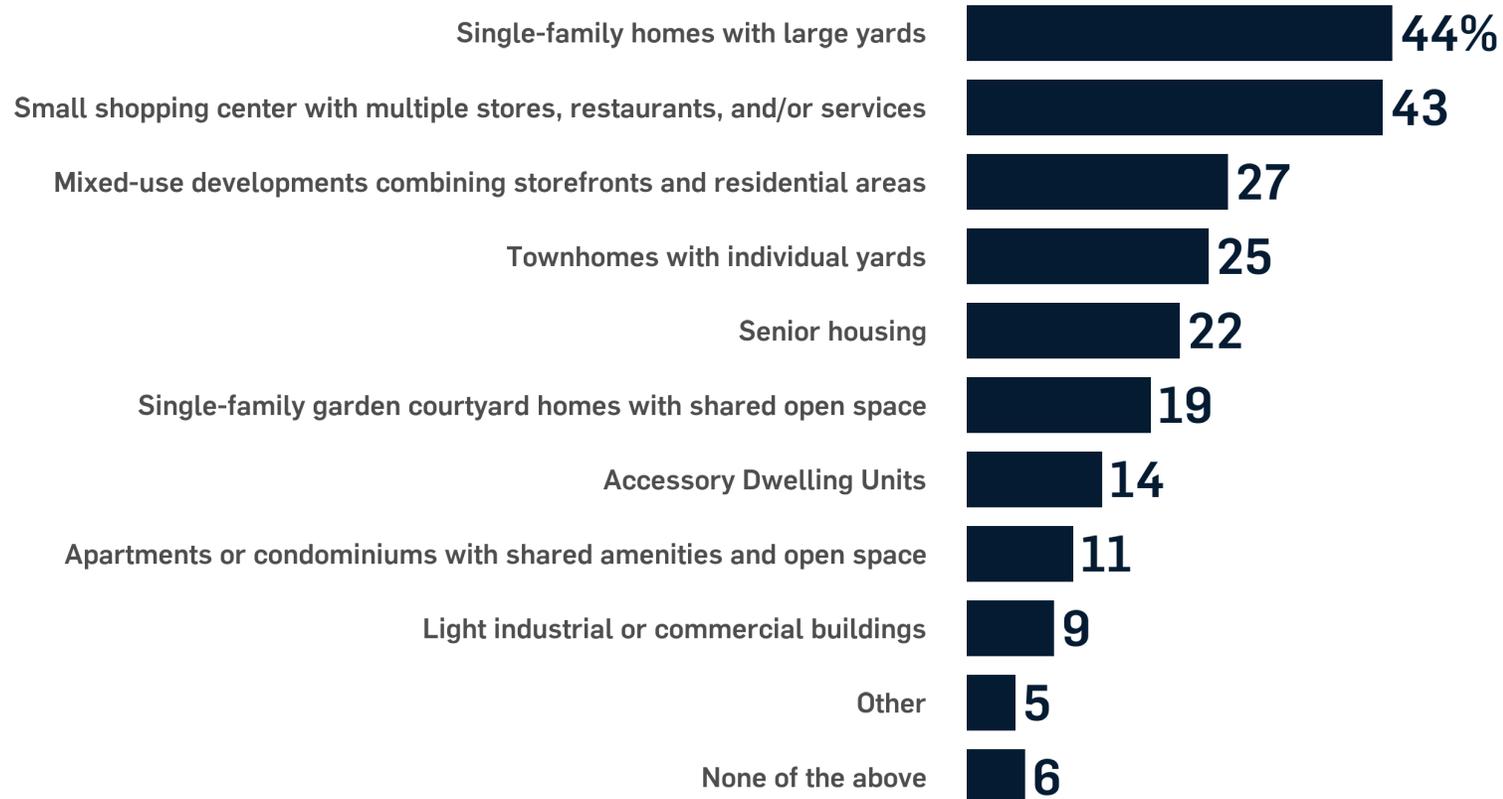
- ◆ Those that have lived in Brighton for **11-15 years** have the **highest support (88%)** for **high-quality building design** over more flexibility.
- ◆ Respondents that are **renting or have other living arrangements** have the **highest support (62%)** for more **flexible design** standards.
- ◆ **Ward 3** is the **only ward** where the majority of residents **support more flexibility (59%)** in design standards over high-quality building design.



# Single-family homes and small shopping centers lead most needed list

Just over 40% of residents think needs single-family homes and small shopping centers over all other development and housing options. There is little support for ADUs, apartments with shared amenities, and light industrial or commercial buildings.

## Development Most Needed in Brighton



## Key Breakouts

- ◆ Overall, as residents age, support for single-family homes decreases. 58% of residents aged 18-34 want single-family homes compared to only 21% of those aged 65+.
- ◆ Ward 1 feels strongly that Brighton needs more small shopping centers (59%). Ward 2, 3, and 4 are less supportive of these shopping centers at 48%, 34%, and 30%, respectively.
- ◆ Those 55-64 and 65+ years old drive the support for more senior housing at 35% and 54%, respectively.
- ◆ A quarter of long-term residents (11-15 years) feel that Brighton does not need any additional development or housing.

Q: In your opinion, what type of housing and development is most needed in Brighton? Select up to three (3). (n = 366)

# Ward 1 is the preferred location for 7 of 10 development types

Ward 2 is considered the best area for accessory dwelling units (ADU's) while ward 3 is the preferred location for townhomes and ward 4 for mixed-use developments.

## Average Ranking for Development Type

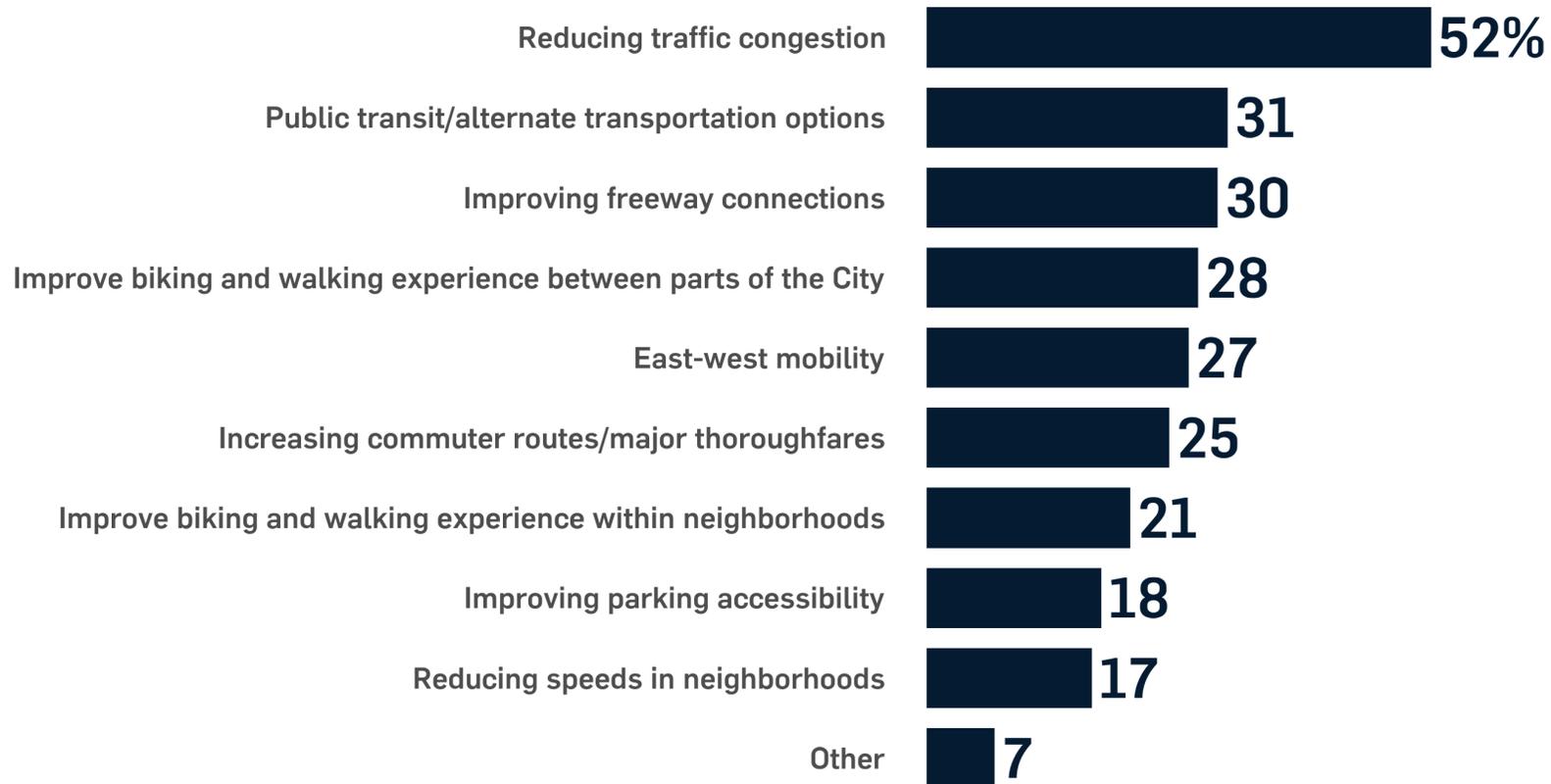
Ward	Light industrial or commercial buildings	Small shopping center with multiple stores, restaurants, and/or services	Mixed-use developments	Single-family garden courtyard homes with shared open space	Senior housing	Townhomes with individual yards	Single-family homes with large yards	Apartments or condominiums with shared amenities and open space	Accessory dwelling units	Other housing and development
Ward 1	<b>1.89</b>	<b>2.13</b>	2.77	<b>2.15</b>	<b>2.24</b>	2.42	<b>2.35</b>	<b>2.22</b>	2.31	<b>2.14</b>
Ward 2	2.22	2.62	2.53	2.30	2.54	2.60	2.43	2.31	<b>2.27</b>	2.43
Ward 3	2.63	2.65	2.41	2.92	2.67	<b>2.20</b>	2.44	2.90	2.44	2.43
Ward 4	3.25	2.60	<b>2.30</b>	2.63	2.55	2.78	2.78	2.56	2.98	3.00

Q: Where would you prefer to see single-family homes with large yards in Brighton? Please rank each location in order from 1 to 4 where 1 is where you would most prefer to see [DEVELOPMENT TYPE] and 4 is where you would least prefer to see [DEVELOPMENT TYPE]. (n = 119)

# Reducing traffic congestion is top priority for managing transportation

Transportation priorities are largely aligned, with all issues except traffic congestion falling within a 15-point range. Reducing traffic congestion clearly stands apart, exceeding the next highest priority by 21 percentage points.

## Transportation Issue Importance



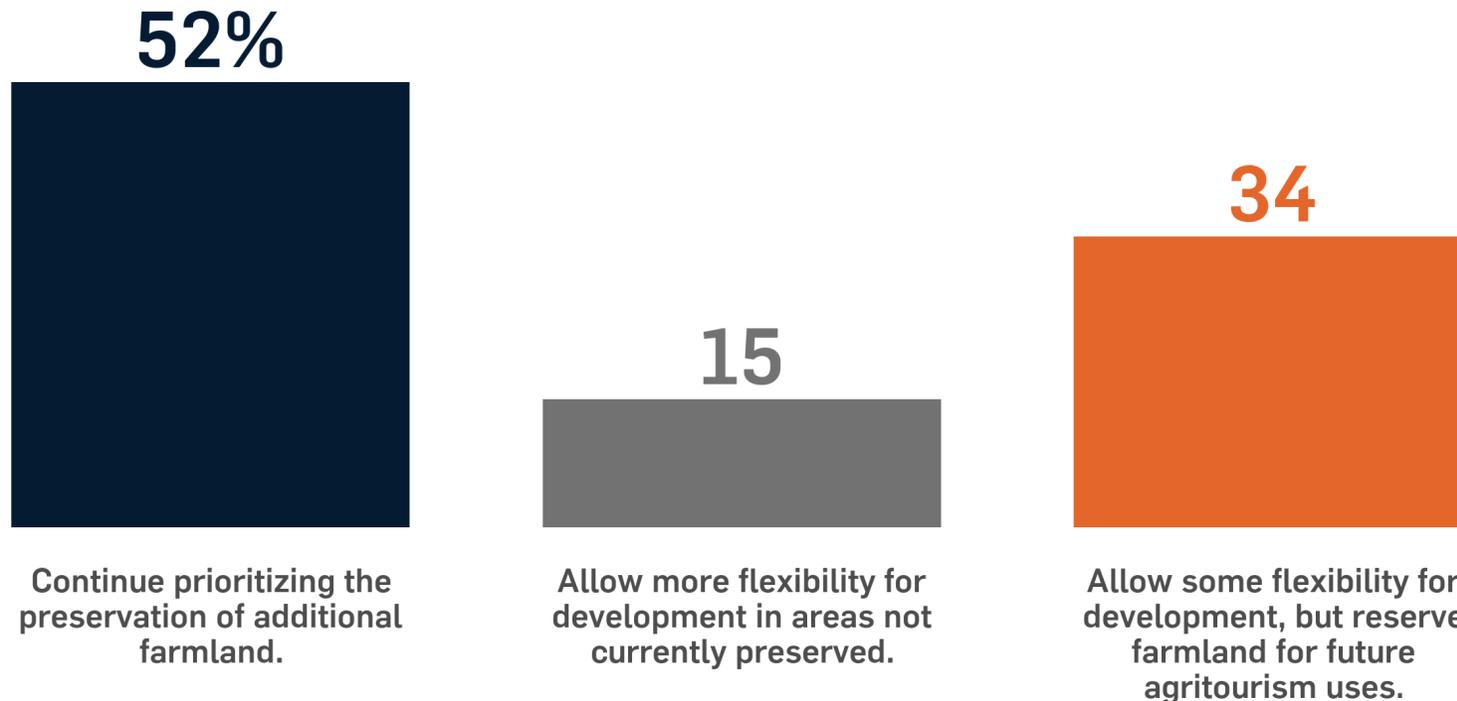
## Key Breakouts

- ◆ Reducing traffic congestion is a higher priority for men (57%) than it is for women (47%). On the other hand, public transportation options are more important for women than for men (40% vs 23%).
- ◆ Respondents that are newer to the City (2 years or less) view improving biking and walking in neighborhoods (49%) nearly as important to reducing traffic (51%).
- ◆ Improving freeway connections is a more important issue for ward 1 than any other ward (45% vs 21-26%). It is the second for this group only behind traffic reduction.

# Half of Brighton prefers continued preservation of additional farmland

While continued preservation leads by a majority, a significant amount of the City (1 in 3 residents) prefer allowing some level of flexibility while still reserving some land for agritourism. Generally, shorter tenured residents were more open to development flexibility, whereas longer tenured respondents preferred more preservation.

## Land Preservation Preference



## Key Breakouts

- ◆ Those living in Brighton for **2-4 years** have the **highest support (48%)** for allowing **some flexibility** for development with some land reserved.
- ◆ Respondents living in the City **16-20 years** feel that continuing prioritizing preservation should be the top priority at a higher rate than any other group (**75%**).
- ◆ **Women** generally lean more toward preserving additional farmland than men (**59% vs 44%**). **Men**, on the other hand, are more likely to support flexibility.

Q: The City of Brighton has preserved over 500 acres of farmland through conservation easements. Looking ahead, what should be the City's top priority for managing land use in areas that are not yet preserved? (n = 346)

# Most prioritize supporting farmers while also preserving land and heritage

While there is some support for developmental approaches, Brighton residents are more open to seeing land preservation approaches that put farmers, farming heritage, and farmland preservation at the focus of those efforts.

## Preferred Preservation Approach



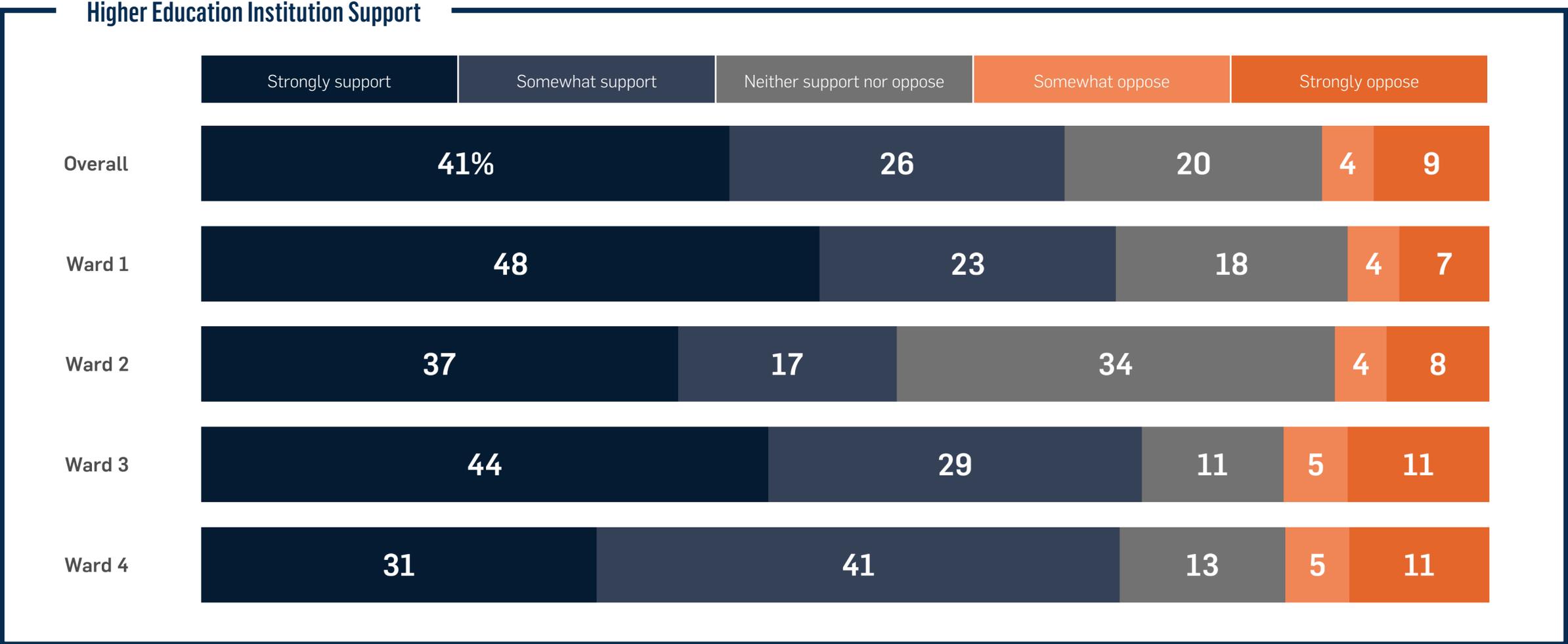
## Key Breakouts

- ◆ Women are more in favor of preservation efforts than men. They support the top 3 approaches more than men by at least 12 percentage points and by as many as 20 points.
- ◆ Ward 1 shows the least support for preservation efforts while claiming the highest percentage (50%) of those wanting balanced efforts between preservation and other community needs.
- ◆ Newer respondents to the City (2 years or less) support allowing flexibility for owners to sell and develop their land more than any other group at 38%.

Q: When thinking about the future of Brighton, which of the following approaches would you be open to seeing? (n = 347)

# 2 in 3 support efforts to attract higher education institutions to Brighton

Residents of Brighton overwhelmingly support efforts to bring a college or university to the City. Despite having the lowest support among all areas in the City, a majority of ward 2 (54%) still support attracting higher education institutions.



Q: Do you support or oppose the City making efforts to attract higher education institutions (such as a community college or university campus) to Brighton? (n = 370)



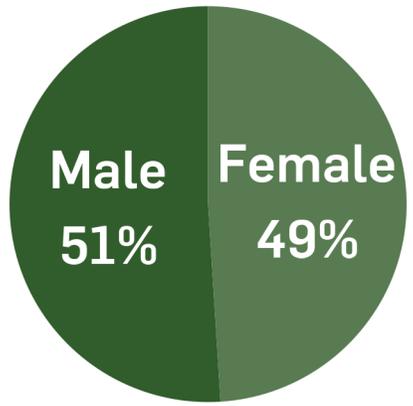
---

# **SAMPLE COMPOSITION**

---

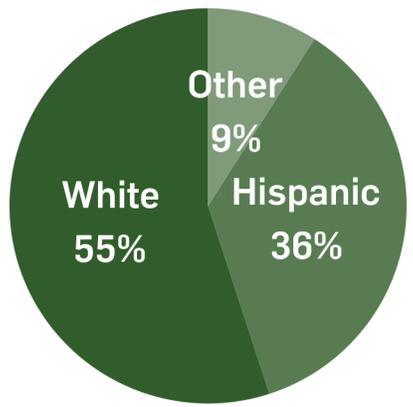
# BASIC DEMOGRAPHICS

## Gender



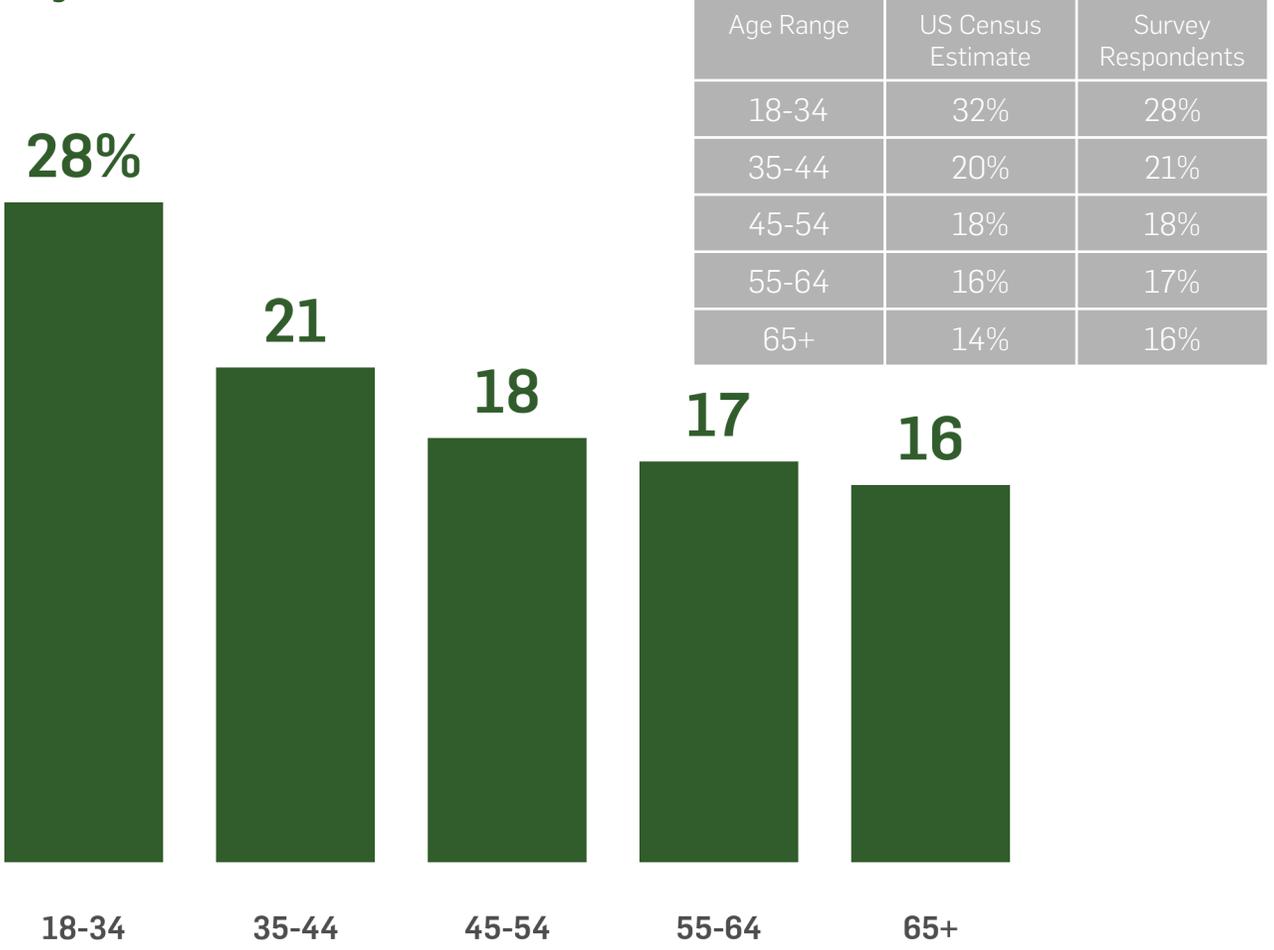
Estimated female population according to US Census = 49%

## Race



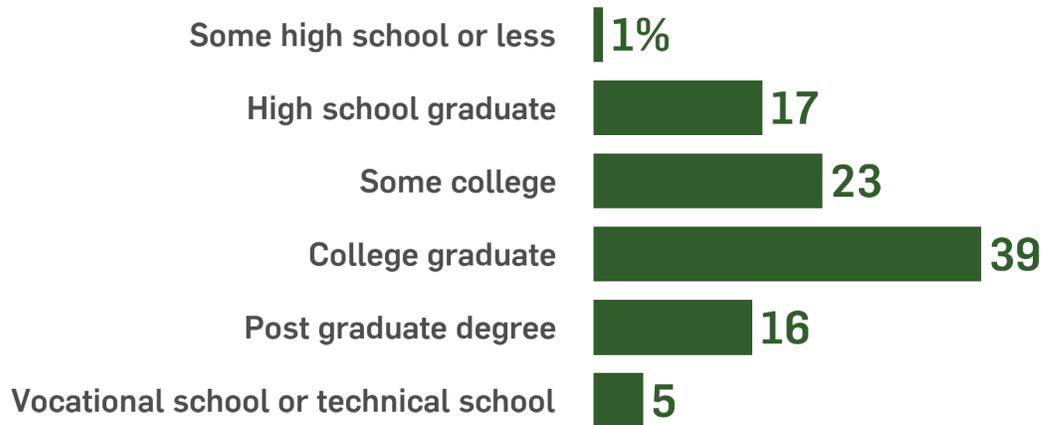
Estimated white population according to US Census = 52%  
Hispanic = 39%

## Age

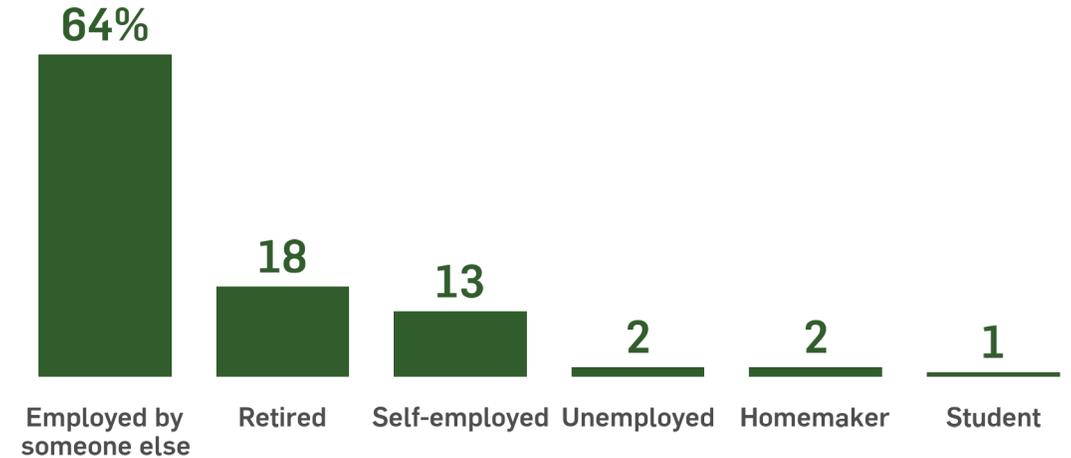


# SOCIOECONOMIC STATUS

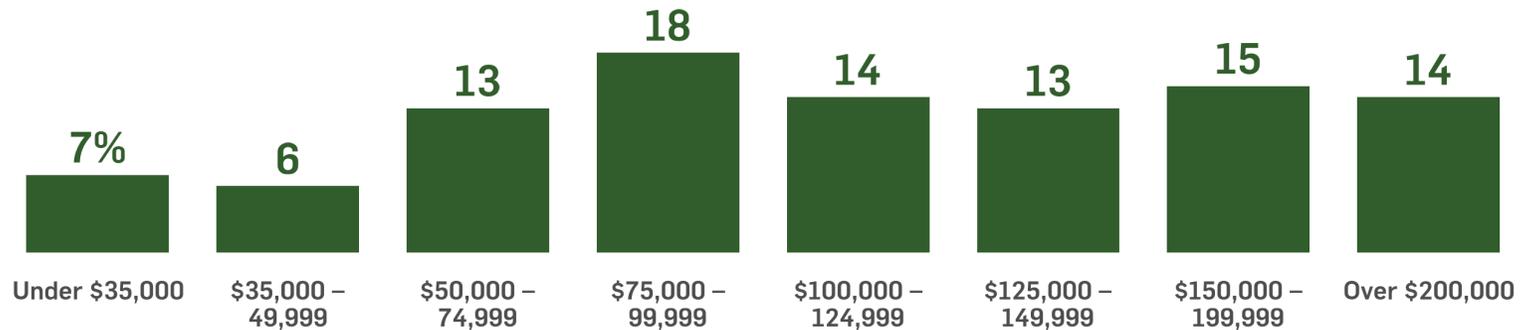
## Education



## Employment

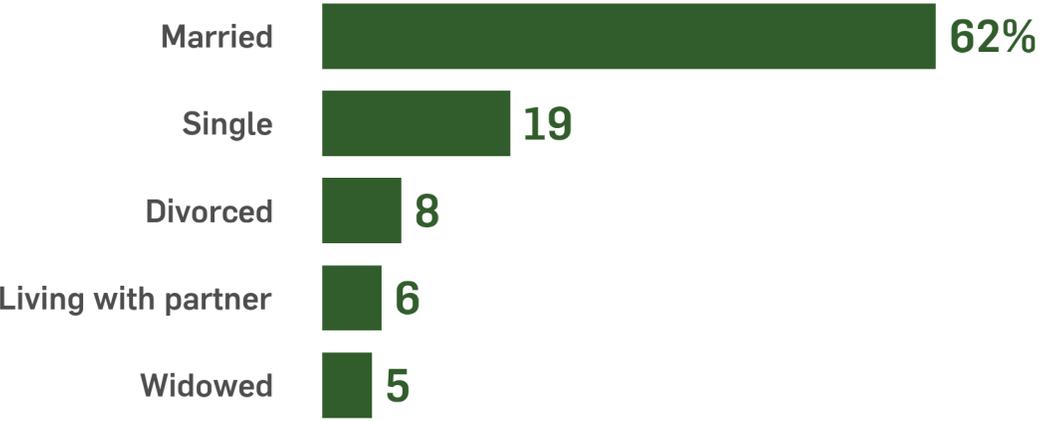


## Income

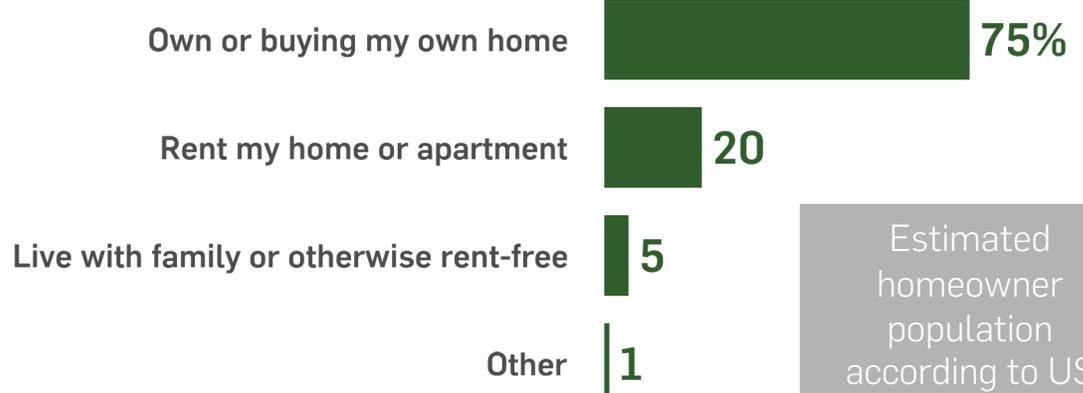


# HOUSEHOLD COMPOSITION

## Marital Status

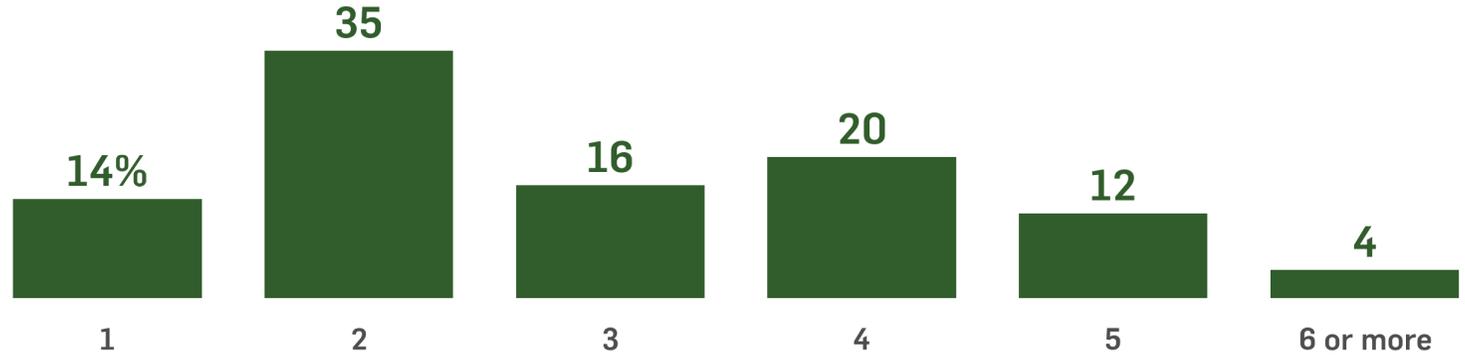


## Home Ownership



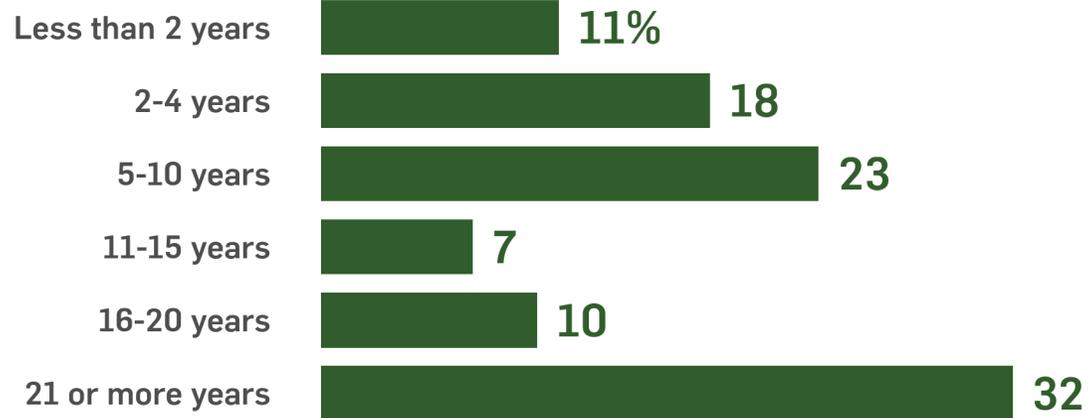
Estimated homeowner population according to US Census = 71%

## Household Size

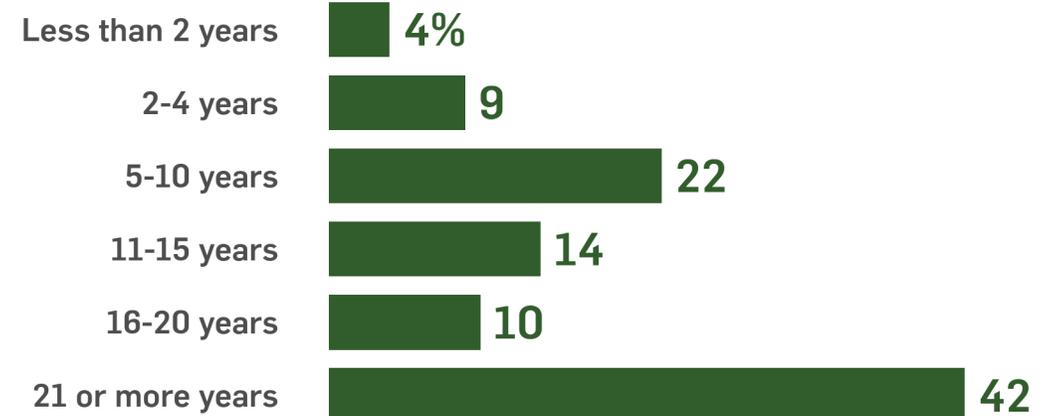


# LENGTH & LOCATION OF RESIDENCE

## Time Lived in Brighton



## Time Expect to Live in Brighton



## Ward

