



Conceptual Vision Plan for Our Community

Brandon, VT is an intimate, warm and walkable small town with a strong sense of place and significant community and historic assets, including a compact and full-service downtown. Brandon's downtown is unusual in that it still provides the essential goods and services that have moved to the outskirts of many Vermont towns. Brandon provides the local populace and residents of surrounding towns with opportunities for jobs, retail goods and services, and the social and civic benefits of an active and diverse community. The things that make Brandon special include its natural resources, historic streetscape and community character.

On August 28, 2011, Tropical Storm Irene brought over one foot of rain to Brandon, VT causing flooding and overflow of the Neshobe River that runs through downtown. When the rain and rising waters were over, one business was off its foundation and left in the middle of the street. Multiple other businesses were flooded and the question of the integrity of several buildings was an issue.

Brandon has a dedicated and highly skilled volunteer corps that has enabled the city to jump-start the recovery process. One of the key historic buildings whose back is on the river has been saved. An overflow system will be put in place during the section 6-highway work that should alleviate future flooding.

The Vermont Downtown Action Team (V-DAT) was selected by the State of Vermont, Department of Housing and Community Development, Vermont Downtown Program in May 2013 to conduct a community planning and economic development charrette in Wilmington. The V-DAT was comprised of experts in architecture, planning, landscape architecture, historic preservation, economic development, organizational structure, landscape architecture, engineering and community branding.

The V-DAT planning charrette operates on three key tenants: utilizing an asset based approach, addressing the community in a holistic manner, and conducting the exercise in a public forum.

The market study findings for Brandon show that there is room for additional retail and restaurant growth in the market. This information coupled with the excellent collection of buildings with strong architectural character point to a great opportunity for infill development.

The architectural stock of Brandon is remarkable. It is also a community where many of the key traditional uses remain in downtown alongside more specialty shops. Upper floor renovation for future uses, maintenance of existing buildings, and façade restoration opportunities will dramatically enhance Brandon's already charming appearance while encouraging economic health.



Telling Brandon's story: The community has cultivated a well-known identity as a place of innovation and creativity. This story should continue in innovative ways. The following brand statement provides insight into the tagline for the community: Unhurried, Unspoiled, Unforgettable.

Uncover the art of being Unhurried.

Ours is a place where the Vermont that everyone years for still exists. A place where our neighbors are our friends, and we treat visitors like neighbors. A place where the lunch hour can go a little longer, and morning coffee isn't standing in line for a paper cup. A place where our shopkeepers greet us with a smile, understand the value of true service, and the connection of being known by name. Come discover our town at your pace.

Uncover the beauty of life Unspoiled.

Ours is a place called Brandon. A place where you won't find flashing lights or strip malls. A place where 200 years of architectures frame a river that cascades through the heart of our downtown. A place where the majesty of our woods and fields, parks and trails is crowned by historic

church spires. A place where historic houses still make warm homes.

Uncover memories that are Unforgettable.

Ours is a place we call downtown. A place where memories are made around every turn. It's the heaping scoop of ice cream. It's marching to the beat of your own drum. It's the fine art and the art of fine cuisine. It's family time. Its finding exactly what you need. It's finding what you never knew existed. It's being surrounded by friends. It's saying I do.

We are Brandon, Vermont.

Unhurried, Unspoiled, Unforgettable..



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Connecting the Core

The reconfiguration of Route 7 creates an opportunity for Brandon to create improvements to Central Park by enhancing pedestrian connections, creating a more logical traffic pattern through the area, and calming traffic so that it does not speed through the heart of town.

Brandon can continue to foster its connections to the Neshobe River as the river creates a remarkable attraction in downtown Brandon. Flood remediation efforts should combine with amenities and attractions to bring people to the river.



Enhance the Heart

Brandon can capitalize on the historic crossing where the Town Hall, the former Town Offices, and Marble Bridge intersect with Seminary Street to create a vibrant civic core of the community. This could include enhanced streetscape, improved crosswalks, a restored Marble Bridge and reuse of the former Town Office once it is restored.

