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Branford focuses on opportunity and growth and encourages new ventures

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The Connecticut Department of Labor recently profiled the town of Branford in its September issue of Economic Digest, calling Branford "a vital community with a strong economic base, low taxes, and excellent schools and municipal services. The town is rather unique among the shoreline towns east of New Haven in that it has encouraged substantial development in well-defined districts." That is, in fact, what the town strives for and will continue to work towards.

Further evidence of that is seen by the recent approval of Branford's plan of conservation and development which includes a focus on specific areas for targeted businesses. The plan reflects ongoing efforts to maintain a high level of service, keep taxes low, and promote opportunity for business start ups and expansions. Opportunity areas located along I-95 and its four access points, as well as the Branford Hill section of Rte. 1 and around the town's train station, will be focal points. The train station is located directly across the street from property that is ideal for mixed use. Currently host to the popular Nellie Green's restaurant, fresh shellfish at Branford River Lobster, Branford Landing marina, and new luxury riverfront condos at Anchor Reef, the site is ideal for transit oriented development. Also, its proximity to the town center and Branford's historic green makes it a perfect location.

The town center continues to prosper with new restaurants and boutiques. Pasta Cosi, newly relocated to Main St. where it now looks out on Branford's quintessential New England green, has a loyal following from throughout the region. It has joined other stalwart eateries that make up a virtual U.N. of restaurants - the heralded Darbar with its classic Indian cuisine, Yooki Yama with some of the best Japanese sushi along the Connecticut shoreline, Foe's American Bistro, which like Pasta Cosi has moved close to the green, and Le Petite Caf  , rated by the New York Times as "extraordinary." Also, The Green Bow, offering gifts for just about every occasion, has joined the town's other unique boutiques, such as Fired Up! Great Expectation, and Tuscan Shamrock. And if you're in the mood for a Guinness or Jamison, the new Crooked Shillelagh has quickly become a neighborhood favorite. For specialty stores that are truly special, Branford's Town Center is the place to be. And with 4,000 s/f of new retail and professional space ready for occupancy on Main St., additional opportunities now await fresh, new retail entrepreneurs.

Elsewhere in town, Branford continues to be discovered as a sound location for new and expanding businesses. Commerce Bank will join the town's eight other financial institutions with new offices being constructed on West Main St., convenient to I-95's Exit 53 and Rte. 1's commercial concentration. At the same time, nationally acclaimed Zane's Cycles is nearing completion of its state of the art "green" building on East Main St. at Exit 55.

Branford's home to a diverse business community where bioscience, manufacturing, retail, and healthcare and service industries all thrive in the town's healthy business climate. 454 Corporation

has become a power house in its field and is internationally recognized for its DNA work; CAS Medical was recently named by the Connecticut Technology Council in its annual Top 40, the state's fastest growing technology companies; and Branford Hills Health Care Center was awarded the 2008 Step 1 Quality Award for quality improvement by the American Health Care Association at its annual meeting this month.

While all these companies represent a broad range of businesses, as reported by the Economic Digest, what they have in common is a recognition that the town provides them with what every business looks for: full municipal services (e.g., water, sewer, public safety), a skilled workforce, the lowest tax rate along the I-95 corridor, and convenient access to transportation. Centrally located on the Long Island Sound with more than 20 miles of shoreline, Branford has a quality of life and sense of community that is second to none. All of this is combined with a business friendly approach that encourages new ventures and expansions.

To see what Branford has to offer, view Branford's Community Video on its website at www.branford-ct.gov. And to learn more about Branford and the opportunities it may hold for you, visit the town's website at www.branford-ct.gov or e-mail us at info@branford-ct.gov.

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