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Town of Orange continues to attract businesses and potential developers seeking to establish investments

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The business districts throughout the town of Orange continue to attract business and potential developers seeking to establish investments. The Town of Orange has begun to lay the framework to maintain this progressive atmosphere. This framework includes a review of zoning guidelines governing commercial development and creating a campaign to effectively market the business community. In addition, the Town of Orange recently held its 8th Annual Orange Business Expo.

In the winter of 2008, the Plan & Zoning Commission hired the Turner Miller Group to conduct a review of the existing Plan & Zoning Regulation governing development in the town's Industrial Corridor along I-95. Several recommendations were made to improve the vitality of the Orange industrial zone. The most notable recommendation was the creation of a Transit Oriented District, which would cover a 40-acre area at the site of the proposed Orange Train Station.

Brian Miller of the Turner Miller Group states, "The development of this type of environment will create a cohesive and vibrant community which will include a mixture of retail, office and housing opportunities. There are a few examples of this type of development opportunities in the northeast and we think this will be a tremendous asset not only to town residents but to the entire business community at-large."

The business community has taken special note of the proposed Orange Train Station opportunity. The town has received support for this activity by the likes of Yale University, The United Illuminating Company, Dichello Distributors, and the Southern Connecticut Gas Company.

First selectman James Zeoli has directed the creation of a print media campaign to market the Town of Orange to prospective investors looking to open new business in the community. The Orange Economic Development Corporation, along with the town's Economic Development Commission has arranged to conduct this program with the New Haven Register. As part of the "Orange Has Appeal" campaign the Town of Orange publishes a visible, full page color advertisement in the New Haven Register once per month.

First selectman James Zeoli said, "The program not only enables the community to tell people that we are an attractive, vibrant, and progressive community but that we have made available an opportunity for existing business to market themselves in a low cost manner to people throughout the state of Connecticut."

Each month a select number of businesses are able to co-op advertisement space within the designed page, taking advantage of the opportunity presented by the town and marketing their businesses to potential customers throughout the state of Connecticut. Advertising space is available to businesses beginning at a low price of \$85 per ad. The program has been received very well by the business community, as well as the readership of the New Haven Register. We firmly believe this will not only have a positive impact for our local businesses but will translate in new

business development within the town. In fact the program has been so successful that the Town of Orange is also considering expanding this effort to include both television and radio broadcasts. In addition to the previously described marketing efforts, the Town of Orange recently held its 8th Annual Orange Business and Community Expo. The Orange Expo was held at the Yale University West Campus located at 141 Frontage Rd. in Orange. The event featured 72 business exhibitors and was supported by a crowd of nearly 600 individuals.

The day long event featured;

- * "Kick-Off Breakfast sponsored by the Courtyard Marriott, with a keynote address given by Michael Morand, associate vice president of New Haven and State Affairs for Yale University.

- * Business Awards

- * Lifetime Achievement Award presented to Walter "Bud" Smith of Orange Hills Country Club,

- * New Business of the Year Award presented to Medical Oncology & Hematology, and

- * Economic Development Leadership Award presented to Russ Smith of Amity Construction and Design for the Spring Brook Common development located at 240 Indian River Rd.

- * 3rd Annual Broker's Tour Sponsored by Arnold Peck's Commercial World

If you wish to join our growing business community, please call the Orange Economic Development Corporation. We will work with you to help find your perfect business location. You may even visit our website at OrangeEDC.com for valuable information and updates.

Paul Grimmer is executive director of the Orange Economic Development Corporation, Town of Orange.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540