



CELEBRATING  
55 YEARS

# nerej

## **Orange has appeal with several new business openings, expansions and relocations in the town**

October 14, 2009 - Connecticut

While new business growth seems to occur mostly in the spring and summer, the town of Orange is finding that fall could bring significant economic growth as well. In fact, Orange first selectman James Zeoli announced that, at its meeting held on October 6th, the Orange Town Planning and Zoning Commission unanimously approved the applications of the United Illuminating Company to construct and consolidate its operations center at the former Showcase Cinema site and to construct and consolidate its corporate headquarters on property located at the corner of Marsh Hill Rd. and Indian River Rd.

"This is truly a great day for Orange," Zeoli said. "This approval will bring over 1,300 jobs to Orange and will generate over \$1.5 million in new tax revenue. This project is an appropriate use in this zone and compliments the recent addition of Yale University to our town as well as Southern Connecticut Gas's recent acquisition of its property also on Marsh Hill Rd." Zeoli added, "Our local merchants will benefit by this project because UI's 1,300 employees will be shopping and dining locally. This is a success story for the residents and the businesses of Orange."

Zeoli emphasized, "With all of the negative news we have been hearing in the media on the economy, it feels great to see Orange succeed. This proves that hard work and perseverance gets results. I look forward to watching the construction of this project over the next two to three years and welcoming UI as a corporate citizen when it officially moves here in 2012."

Town planning and zoning chairman, Walter Clark said, "The fact that a project of this magnitude was approved without opposition is a tribute to the time and effort that the applicant put into this project as well as the efforts of the town department heads and our first selectman. Everyone is to be commended. This is definitely the largest project to come to Orange in memory and the town of Orange is fortunate that Jim Zeoli convinced UI to locate here."

The proposed project involves the construction of a four-story office building comprised of approximately 131,000 s/f which will be located on the property owned by the Foyer family at the corner of Marsh Hill Rd. and Indian River Rd. and the construction of 158,868 s/f operations center building, training area, parking garage, surface parking and related improvements on the site of the former Showcase Cinema on Marsh Hill Rd. The office building will serve as UI's administrative headquarters and will contain administrative, financial and executive offices and related functions.

The big projects, like the United Illuminating Company and Yale University may have garnered front page headlines, but we must not overlook the large number of smaller development occurring throughout the town of Orange, such as the construction of the New Chase Manhattan Bank on the Boston Post Rd., along with several business openings, expansions and relocations within the community. All totaled, the town of Orange has seen 18 new businesses open their doors since January 1, 2009. Since June 2009 the overall vacancy rate dropped .06% to 9.22%. The biggest

vacancy rate reduction was seen among retail properties as they have dropped from 10.94% to 10.39%.

Why is it that even among the turmoil surrounding the state and national economy do we feel positive about the economics of Orange? For one, the town of Orange land use boards and commissions are committed to supporting business. Whether companies need individual consultation with economic development professionals, department heads or even the first selectman we aim to put the information at the tips of those people that seek to create business within the community.

Beyond the "hands on approach" to economic development that the town of Orange employs, the Orange Economic Development Corporation initiated a series of marketing programs designed to build awareness of the community and enabling local merchants to advertise their names, products and services at reasonable rates. Specifically this includes;

1. Production of a full page advertisement in a state wide print media newspaper,
2. Delivery of an email newsletter distributed to our growing email list,
3. Installation of 2'x4' decorative banners along the Boston Post Rd.,
4. An Annual Business Expo,
5. Coordination of an Annual Broker's Tour.

If you wish to join our growing business community, contact the Orange Economic Development Corporation. We will work with you to help find your perfect business location. You may visit our website at [OrangeEDC.com](http://OrangeEDC.com) for valuable information and updates or to add your name and receive our email newsletter.

Paul Grimmer is executive director of Orange Economic Development Corporation.

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