

Identify Your Business Location

We are hopeful that you will find Norwich to be the right place for your business. There are many different neighborhoods and business areas that offer a variety of options.

**LOCATION IS EVERYTHING
LOCATE YOUR BUSINESS HERE**

NORWICH.CONNECTICUT

There are important questions you should consider when thinking about a location for your business:

- Where are your customers located?
- Who is your competition and where are they it located?
- Do you rely on pedestrian or drive-by traffic?
- Will you need parking?
- What type of space do you need (e.g., storefront, back office, garage, warehouse)
- How much space do you need?
- How much are you willing to spend on the space?

NCDC can help you assess traffic, demographics of the neighborhood and local permit requirements.

Questions You Should Ask When You Have Found the Right Site

1. Is the site zoned appropriately?
2. Is the facility large enough? Does it offer room for all the space you need? Is there room to grow?
3. Does it meet your layout requirements?
4. Does the building need any repairs?
5. Do the existing utilities, lighting, heating and cooling meet your needs? Is ventilation adequate?
6. Are the lease terms and rent favorable?
7. Is the location convenient to where you live?
8. Can you find qualified employees in the area?
9. Are customers nearby? Is the population sufficient for your sales needs?
10. Is the trade area dependent on seasonal business?
11. If you choose a location that's relatively remote from your customer base, will you be able to afford the higher advertising expenses?
12. Is the facility consistent with the image you'd like to maintain?
13. Is exterior lighting in the area adequate to make customers feel safe?
14. Are neighboring businesses likely to attract customers who will also patronize your business?
15. Are there any competitors located nearby? If so, can you compete with them?
16. Is the facility easily accessible to your potential customers?
17. Is parking available and adequate?
18. Is the area served by public transportation?
19. Can suppliers conveniently make deliveries?
20. How will you dispose of waste?

Community Structure Map

City of Norwich, CT

Legend

Structure Nodes

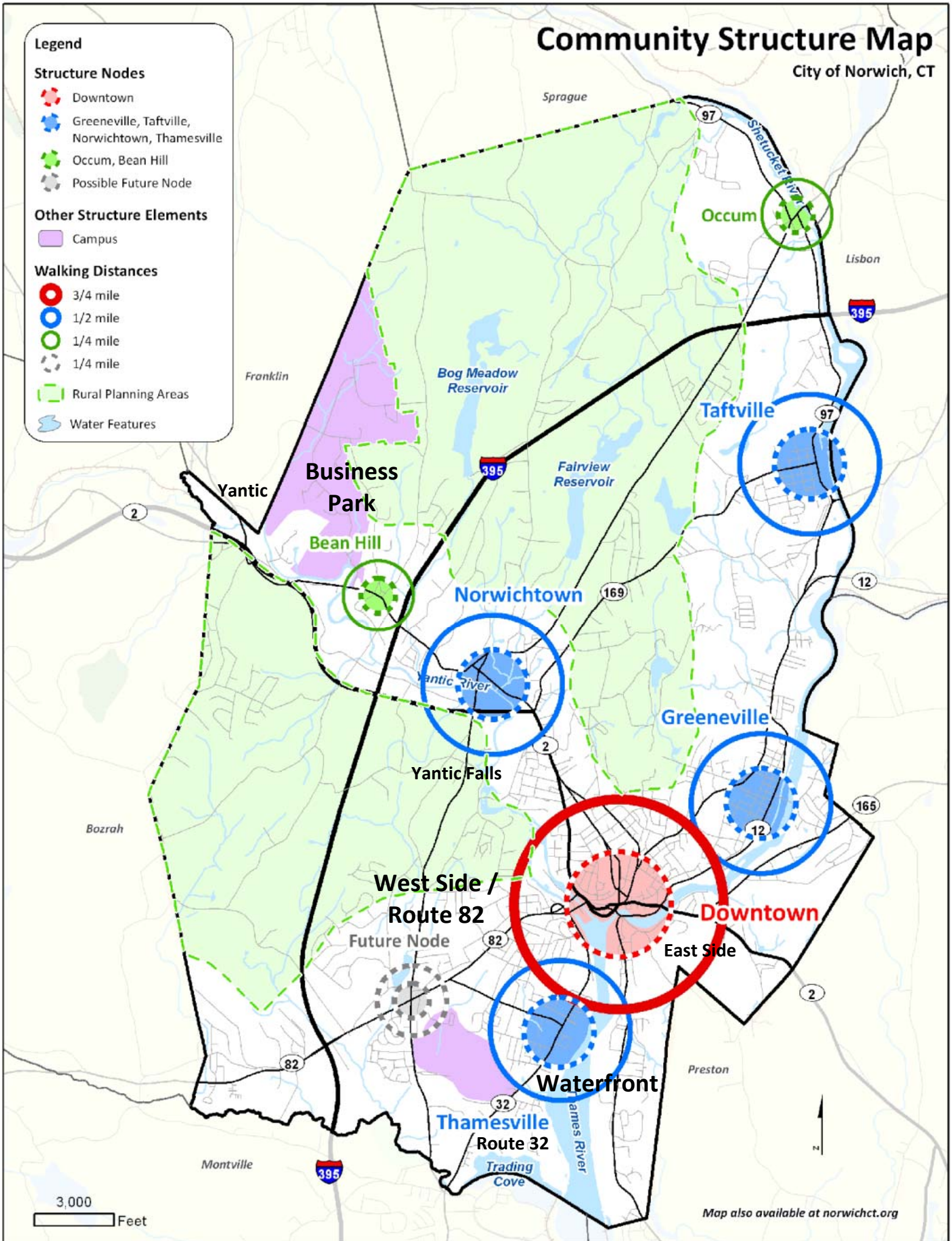
- Downtown
- Greenville, Taftville, Norwichtown, Thamesville
- Occum, Bean Hill
- Possible Future Node

Other Structure Elements

- Campus

Walking Distances

- 3/4 mile
- 1/2 mile
- 1/4 mile
- 1/4 mile
- Rural Planning Areas
- Water Features



Once you have an idea as to what your location preferences are, you can then start to think about what part of Norwich makes sense. Here is an overview of various locations in Norwich, and the community’s vision for what businesses might locate there:

<p>Downtown / Harbor</p>	<p>Downtown is the center of the community. It was once a regional shopping center and has gone through a series of challenges to return to its former condition. Today, with dozens of restored historic buildings and new residences, downtown is an attractive area where the ideal businesses include restaurants, entertainment, arts, small retail and personal services (e.g., hair salons, spas). If your business model involves a charming, emerging place where you can become part of a bigger arts and entertainment “scene,” this is the place to be!</p>
<p>Waterfront</p>	<p>Norwich’s waterfront has transitioned over the past 40 years from a place of industry to a place of recreation. The ideal businesses for this area will focus on recreation (e.g., fishing, boating), entertainment, access to the water, or businesses that are water-dependent, such as marinas. The Thames River is one of the best inland waterways for fishing and kayaking in New England, and these resources are opportunities awaiting a business enterprise savvy enough to capitalize on them.</p>
<p>West Side / Route 82</p>	<p>The West Side / Route 82 corridor is the city’s regional services area. Larger retail stores, medical offices and convenience / fast food dining are ideal along this corridor. If your business relies on drive by traffic, then this is the place to consider.</p>
<p>Greeneville</p>	<p>Greeneville is one of the nation’s first planned milltown neighborhoods, and is listed on the National Register of Historic Places. This quaint village is laid out in a grid-pattern and still boasts a main street - Central Avenue. Greeneville is a “Mom and Pop” neighborhood, where almost all businesses are owned by local businesspeople. There are very few chain stores located here, and many new businesses find this neighborhood to be cost-effective.</p>
<p>Business Park</p>	<p>Norwich’s Stanley Israelite Business Park is a 450-acre campus with over 40 local, regional and national firms. Established in 1963, this business center provides opportunities for approximately 2,000 employees. The Park is the ideal setting for larger-scale businesses involved in manufacturing, office or high-energy consumption. The Business Park is conveniently located near Interstate 395 and Connecticut Route 2 - two limited access highways that provide quick access to the New England marketplace.</p>
<p>Norwichtown</p>	<p>Norwichtown is the original settlement area within the community and served as the center of activities when Norwich was primarily a farming community. Norwichtown Commons, a repurposed mall, once served as a major regional shopping destination. Today, the Norwichtown area has a variety of regional services and retail spaces.</p>

Your business plan should have helped you identify the locational attributes you will need to be successful. Finding the right location is important and the three elements of real estate now factor in: Location, Location, Location.

Location (1)

For certain businesses, a location where the businesses will have high exposure is a critical aspect. Restaurants and retail really need locations with visibility. Good visibility comes from:

- High traffic volumes (e.g., number of cars, pedestrians, bicycles) means more people will see your business.
- Landmark buildings. Places that people know can become successful because of the building.

Location (2)

Exposure is not enough. For many businesses it is about being in the right market / marketplace that is important. What competition exists? Are there customers nearby?

Location (3)

For some businesses the location is about price. Sites in remote areas, or large complexes that have limited or no visibility can work for businesses with no visitors, or that do not rely on local customers. Web-based businesses can thrive in these lower-cost locations.

Need Help Finding a Location?

ECAR | easterncrealtors.com

Eastern Connecticut Association of Realtors (ECAR), the voice for real estate in eastern Connecticut, is a great resource.

Real estate agencies that specialize in commercial properties are a great asset when looking for a space

NCDC | askncdc.com

Norwich Community Development Corporation (NCDC) works with Costar, a national commercial real estate research organization, to maintain inventories of space available for lease or acquisition in the city. Most sites are not designed to meet every need and can customize the search to find sites that might be a good fit.

CERC | ctsitefinder.com

The Connecticut Economic Resource Center (CERC) has a comprehensive list of commercial properties called CERC SiteFinder®.

Taftville

Taftville, like Greeneville, is a planned milltown village, and is listed on the National Register of Historic Places. It was founded to support the Ponemah Mill, once the second-largest cotton mill in the world. The Ponemah Mill still stands testament to that tradition, and is undergoing rehabilitation into mixed income housing, including a significant number of market rate units.

East Side

The East Side was once the part of the Town of Preston. Located near downtown, the East Side has always had its own identity and does not consider itself to be part of downtown. This is a mixed use environment with a lot of character.

Route 32

Route 32's main business corridor is along West Thames Street on the west side of the Thames River. This route passes through Thamesville, a small neighborhood with a few commercial opportunities. It is also the northern gateway to the Mohegan Sun Casino, one of the largest casinos in the world. In this district you will find several restaurants, car dealers and lodging.

Laurel Hill

Laurel Hill is a small historic village located on the east side of the Thames River along Route 12. It is a small neighborhood with a few business locations. Most of these businesses cater to neighborhood needs (e.g., convenience store, restaurant, gas station, auto repair).

Bean Hill

Bean Hill is a small historic village located near the city's Business Park. Many of the businesses that have developed in this area take advantage of convenient access to Interstate 395 and support the needs of the Business Park.

Yantic

Yantic is a small historic village located off the beaten path on the west side of the city. In the village there is a small amount of business activity, originally developed to cater to the neighborhood's needs.

Yantic Falls

Yantic Falls is a small historic village located near Backus Hospital and along the Yantic River. A small neighborhood commercial district provides opportunities for small business operations.

Occum

Occum is a small historic village located along the Shetucket River. The mills that once were the center of village life have been destroyed by fire and converted into a community park. A small neighborhood commercial district provides opportunities for small business operations.