



# ROCKY HILL BUSINESS PROFILE 2024

Rocky Hill Economic Development, cultivating long-term economic growth by fostering a clear & business-positive environment that encourages a growing, sustainable & diverse tax base

# Background

- 21,000 residents located in central Connecticut
- Two hours from both Boston and New York City
- Home to 1,300 business establishments employing over 18,000 people
- Residential town with a 33% commercial tax base
- An additional 1,838,000 square feet of new development is possible by the year 2030 (*Susan J. Moses & Associates, 2012*)
- From corporate office parks to Dinosaur State Park and historic Ferry Park along the CT River, Rocky Hill continues to accommodate growth and community reinvestment without sacrificing our small-town atmosphere
- Through prudent management, we maintain a low tax rate and a commitment to business while maintaining an exemplary education system and a high quality of life

# Local Economy

- Strategic Location
- Substantial employment base, such as:



**Henkel**



**BJ's Logistics**



**Arburg**



**Sysco**

# Commercial Development



New Businesses:  
**Longhorn Steakhouse**



Reuse of former spaces:  
**Fun City Adventure Park**

Expansions/Additions:

**Simoniz**



**Virginia Industries-MicroCare**



# In Progress

## Town Center Zone

- Includes Municipal Complex  
Library, Senior Center, Post Office, Town Hall & Fire Department  
Senior/Community Center completed and opened
- Includes the Silas Deane Highway Streetscape, Glastonbury Ave sidewalks and Veterans Memorial Park
- Includes Kelson Row Apartments – Former Ames Headquarters



## Kelson Row – Former Ames Redevelopment

- Residential Mixed use
- Under construction – expected completion 2025-26



# New Apartments



## Town Center West

- Multi-use with residential development
- 144 one & two bedroom luxury apartments
- 70 sq ft retail, office & restaurant space

## 125 Henkel Way

- 96 residential units
- Includes 29 units of affordable housing
- Under construction – expected completion fall 2025



## 1800 Silas Deane Highway

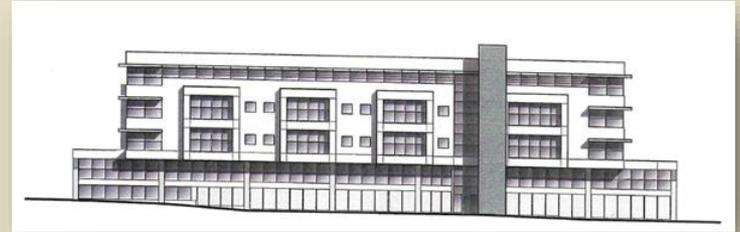
- 72 residential units in 3 buildings
- Includes 11 units of affordable housing
- Under construction – fall 2026 expected completion



# Pending Construction

## 1344 Silas Deane Highway – Conversion of former Office Building

- 54 residential apartments
- Includes 6 units of affordable housing



## 2094 Silas Deane Highway & Bel Air Circle

- 36, 2-bedroom units
- Includes 3 units of affordable housing

## River's Edge – Former Foundry Property Residential development

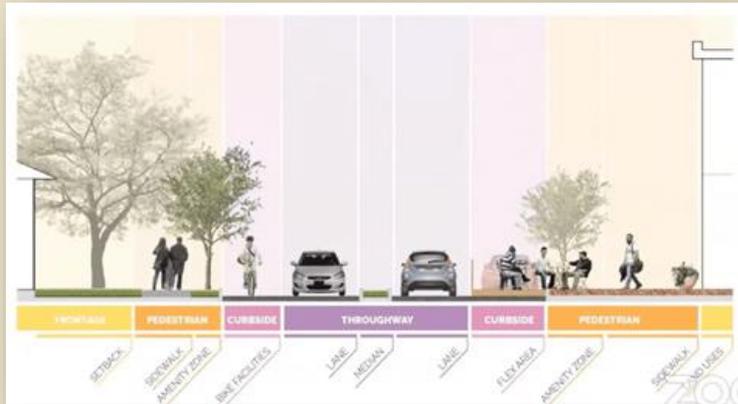
- 97 2-bedroom units
- Potential combination of rental & owner
- 11-acre property along the Connecticut River



## 1093 New Britain Avenue

- Application before Planning & Zoning Commission for decision
- 25 2-story, 2-bedroom apartments
- Includes 8 units of affordable housing

# Complete Streets



- Install sidewalk on Elm Street to fill the gap and provide continuous walk from east to west side of Town – Construction summer 2025
- Master sidewalk plan to provide connectivity throughout Town
- Bike Lanes

## Silas Deane Streetscape

- Total \$4.9M in grants received to date for this project
- Phases I, II, and III have been completed



# Rocky Hill – Glastonbury Ferry

## CT DOT Ferry Upgrades

- The oldest continually operated ferry in the country
- Upgrades to the lighting, walks and gates



# Market Strategy

## CT Advance Report

- ✓ Analyzing regional industries
- ✓ Marketing feasibility study
- ✓ Promote advance manufacturing, IT services & bio-medical

Videos on Town website to promote quality of life in Rocky Hill

Farmers Market June – September

Free summer concert series in Town Amphitheater

Silas Deane Highway Community Showcase Banner program

- ❖ Beautify the Silas Dean Highway landscape
- ❖ Instill a sense of pride within the community
- ❖ Promote local businesses

## Maxwell Park

- Conversion of softball/soccer field to cricket field to meet demand
- Expected completion – October 2024



# The Rocky Hill Advantage

- ✓ Strategic Location
- ✓ Direct highway access from Interstate I-91
- ✓ Strong & Diverse Local Economy
- ✓ Strategic Capital Investment Plan
  - ✓ Award Winning Schools
  - ✓ Award Winning Community/Senior Center Programs
  - ✓ Abundant Water Supply
  - ✓ Integrated IT Service
- ✓ Invested Public Safety (CALEA Certified Police Department)
- ✓ Business Incentive Program
- ✓ Customer Service Development Meetings
- ✓ C-PACE Program