

Strategic
Stratford
CONNECTICUT

crossroads of the industrial northeast





a. stratford town hall



b. connecticut turnpike

c. raybestos-manhattan corp.

d. sikorsky — division of united aircraft

e. penn central railroad — new haven line

f. municipal airport in stratford



c.



d.



e.



f.

Contained within these pages is factual information for industrial firms having current or potential interest in Stratford for new plant location.

The many industries that are part of the thriving Stratford community can attest to the ideal conditions here for enjoying pleasant and profitable operations. There are many reasons for this, among which is the impressive amount of industrial development that is already present.

We invite you to look closely at the many advantages that Strategic Stratford has to offer.



a.

a. main street, stratford, circa 1880

b. colonial square shopping center

c. avco — lycoming division

d. sikorsky — division of united aircraft

e. stratford residential area

f. stratford town hall



b.



c.



d.



e.



f.

A Glimpse at the Past... A Look at the Present

Stratford traces its roots back to early colonial days when in 1639, 25 families settled on the banks of the scenic Housatonic River. Stratford, while retaining its colonial flavor, has kept pace with the times under a well-managed, long-range master plan.

Management personnel of new industry and their families will find here the finest types of homes, cultural groups of varying interests and social companionships important to new and happy adjustments.

In addition to well-managed banking and retail interests, there are industrial and manufacturing companies of world-wide reputation with both domestic and overseas markets. Stratford combines the spirit of a thriving community with the tradition and charm of a colonial heritage.

Excellent transportation facilities — highway, rail, air and water — are available plus a strategic geographical position. All are persuasive factors for locating in Stratford.



Quebec ●

Boston ●

● Buffalo

STRATFORD



● New York

Washington, D.C. ●



A Key Location for Industry

Within easy reach of a multi-million dollar market basket — one of the richest, most concentrated markets for industry in the nation!

Proximity to markets is of obvious importance to the aggressive industrialist seeking an advantageous location for either a main or branch plant.

Immediately adjacent to Connecticut and within a trucking distance of less than 150 miles from Stratford are the nation's Number 1 and Number 4 markets — New York City and Boston. A 500 mile radius from Stratford will encompass all or part of 15 states, including the entire New England market, all Pennsylvania, bustling Baltimore, the District of Columbia, the major cities of Ohio and the Canadian metropolitan centers of Montreal, Quebec, and Toronto.

Proximity to both New York and Boston presents an additional advantage for manufacturers who have sales offices there. With travel time over fast new highways approximately 1 hour to New York and less than 3 hours to Boston, the manufacturer located in Stratford can maintain better coordination between production and sales.

in close proximity to areas containing the nation's highest purchasing power

Stratford is in the midst of dynamic southern New England, one of the nation's wealthiest and fastest growing regions. Less than 35 miles to the west is Westchester County with one of the highest per capita incomes in the country. Even closer are the affluent Connecticut communities of Greenwich, New Canaan, Darien and Fairfield where purchasing power is among the highest in the east.

Industry is naturally attracted to lucrative markets. A Stratford location places a manufacturing plant directly in the middle of one of the wealthiest markets in the nation. Surveys have shown that many firms have located here to better serve and share in this thriving market.

The State of Connecticut alone offers a major market. Numbered among the nation's wealthiest states, its populace is prosperous and its standard of living is high. Spendable income in Fairfield County ranks among the top four counties in the nation.

a. honorable william samuel johnson,
framer of the constitution



a.

b. west stratford 1880



b.

Stratford Attracts a Variety of Industry and Business, both Large and Small, that...

require both skilled and unskilled labor

Long considered one of Stratford's most valuable resources is the availability and skill of workers, both male and female . . . seasoned in every phase of production. Through the years, southern New England has built up a sizeable pool of experienced labor. Stratford's neighboring communities also are peopled with a labor market which has at times contributed substantially to the needs of industrial Stratford.

Like much of the area which surrounds it, the number of workers attracted from outside has been comparatively small. Those who have come here for employment, like those who are native born, have found Stratford a good place to work, live, play and to stay!

Labor is versatile, productive and dependable. It is deep-rooted in the community and most take active parts in community life. Similarly, the townspeople are interested in the industry located here. They want to see it prosper, recognizing that industry's success contributes to their own well-being.

require accessibility to technical and scientific talent

Connecticut is now the home of numerous industrial laboratories for physical and chemical research, scientific testing of materials and methods for new product development. These laboratories, like the universities that are close by, house hundreds of top-flight engineers, scientists, physicists and chemists. Very few other areas can offer such a diversified group of talent as that available here.

require fast, dependable overnight transportation to the nation's leading markets

Shipping by road

Every form of modern transportation is available to the manufacturer in Stratford. Due to its unique location, Stratford offers unexcelled highway facilities. The Connecticut Turnpike and U.S. Highway No. 1 are vital cargo corridors which link New York with the major markets of New England. Both are less than five minutes' driving time from Stratford's major industrial areas.

For short hauls, multi-lane highways speed up deliveries and make the short distances between neighboring industrial communities seem even shorter.



a. tek bearing company

b. judson house

c. modern police methods



b.



c.

Shipping by rail

Stratford is on the main line of the New Haven Division of the Penn Central Railroad, between New York City and Boston. Over these rails the immense freight and passenger traffic moves along the east coast and into northern New England as well as to all points south and west.

Shipping by water

In nearby Bridgeport, a deep-water harbor provides excellent docking and terminal facilities for either domestic or overseas shipping. Flying flags of many nations, ships come in and out of this busy port 12 months of the year.

Shipping by air

Stratford is one of the few communities of its size in the nation with an airport serviced by major cargo and passenger lines. Adequate hanger facilities are available for company-owned or private passenger aircraft. The airport accommodates a modern, well-appointed air terminal with meal service and lounge. Both the terminal and airstrip are within walking distance of the town's large industrial zone.

need the products provided by neighboring New England ingenuity

Of major importance to many manufacturers is the availability of the semi-finished parts, supplies and products of other manufacturers. These are the "raw materials" which many industries must employ in their own production processes. New England ingenuity has spawned hundreds of such firms which serve in the capacity of "suppliers" to other industrialists. This has proved to be a strong incentive to many firms for locating in Stratford.

need a community where the livin' is good!

Because of its success in attracting and holding industry in its midst, one might envision the town as a beehive of smoke-stacked manufacturing plants and other earmarks of the typical industrial city. Such is not the case.

Steeped in history, it has maintained much of its colonial charm. Its homes are well kept and its business section well swept. Its appearance is one of a thriving community, a place where people obviously enjoy living and making their livelihood. In short, it provides what is known as "the good life."

Stratford

a great place to live and play

There is plenty of elbow room for growth and expansion in Stratford. Here will be found an unusually healthy industrial climate, good living conditions, a favorable tax policy and an adequate "home grown" labor supply.

a balanced community

Upon looking around the community, a variety of building types, reflecting a wide range of construction costs, can be seen. Compared to similar areas, house costs in Stratford are about equal or possibly slightly lower.

Ample housing is readily available. In general, the town's housing requirements are met by private builders, supplemented in a limited degree by federal projects.

excellent community services

Stratford functions under a Town Council form of government, the membership of which is elected by the voters. In turn, a Town Manager, appointed by the Council, serves as the chief administrative officer and is responsible for carrying out the policies established by the Council. Reporting directly to the Town Manager are heads of the departments of Public Works, Safety (Fire and Police), Finance and Health and Welfare. Each of these is responsible for the various divisions serving under it. The retention of this form of government through the years attests to its effectiveness. In every sense of the word, it is a well-run community.

progressive school system

Leading educational authorities recognize Stratford's school program as among the finest in the State of Connecticut which, itself, has one of the top-

rated systems in the nation. Modern, well-equipped buildings house 2 senior high schools, 2 junior high schools and 13 elementary schools. More than 13,000 students from pre-school through 12th grade can be accommodated without over-crowding. The town retains highly qualified, professional teachers within its school system.

Housatonic Community College originated in Stratford and is one of several public 2-year colleges in Connecticut. In addition, a number of leading institutions of higher education are within a few minutes' driving time. Yale University, Southern Connecticut State College, Fairfield University, University of Bridgeport, and Sacred Heart University are all "neighbors."

In addition to the public schools, there are several parochial and independent schools. Privately operated day care centers, approved by both local and state authorities, meet the needs of those families desiring this type of service.

special education

In addition to formal education, Connecticut has instituted a number of vocational schools which list courses covering all trades and phases of industry. These are endorsed by industry and the curriculum is often geared to the specialized requirements of the area. Graduates of these institutions are available for employment in local industries.

religious activities

Many fine churches are evidence of the wholesomeness of life in Stratford. Some have long histories in the community; others are relatively new. Many interfaith programs point to the awareness of the role of the Stratford churches in helping to solve social problems.



a.

a. stratford fire department

b. stratford police central headquarters

c. stratford visiting nurse assn.

d. center elementary school

e. stratford public library



b.



c.



d.



e.



a. high school basketball

b. stratford town beach

c. housatonic boat club

d. boothe memorial park

e. raybestos brakettes



b.



c.



d.



e.

Leisure Time Recreation at your Doorstep

Stratford offers numerous recreational facilities where residents have many opportunities for enjoying their leisure hours to the fullest. There are a number of beach areas on both Long Island Sound and the Housatonic River. Fifteen summer playgrounds accommodate hundreds of youngsters each year, with many other supervised activities available at parks and beaches.

Several years ago a new YMCA was opened, affording a center for many of the off-hours activities of the community. There are a number of youth organizations such as the Boy Scouts and Girl Scouts and a Youth Council which provide diversified leisure time activities for teenagers.

For relaxation, Stratford boasts an 18-hole golf course. Boating enthusiasts have three yacht clubs practically at their back door. A well-protected marina and harbor provide easy access to the waters of Long Island Sound where fishing is excellent most of the year. And for the sports enthusiast, there are the world-famous Raybestos Brakettes, champions in women's softball competition.

Within easy driving distance, the many Connecticut State Parks and Forests offer diversions for the entire family — picnics, swimming and camping. The fresh water fisherman will find well-stocked streams and lakes. Yes sir — the livin' is really good in Stratford, U.S.A.!



the american shakespeare festival theatre

A plant or warehouse location in Stratford will place you in the mainstream of America's largest and most lucrative market. Here are the most people with the highest income and the highest spending ability.

Stratford continues to attract a variety of industries seeking

- to flourish near concentrated markets of high purchasing power
- skilled labor
- accessibility to technical and scientific talent
- excellent highways and nearby rail, air and water transportation
- the finest type of homes
- a healthful and invigorating climate
- numerous occupational, cultural and recreational opportunities
- a community that can point with pride to its fiscal affairs

These and more are factors which maintain Stratford's prominence as the *ideal* place for new industrial location. The size of your business doesn't matter. You will find it to your advantage to take a close look at Strategic Stratford.



Economic Development Commission
Town Hall, Stratford, Connecticut 06497