

Part III: Development and Infrastructure

A. Overview

Workforce and education statistics offer valuable insight into a town’s economic conditions. In 2024, there were a total of 4,391 jobs in East Granby. The largest employment sectors in town include manufacturing, administrative and support and waste management and remediation services, transportation and warehousing, government, wholesale trading and construction (*Source: Lightcast 2024 via Advance CT 2026 Town Profile*). Of these, key employers in East Granby are RSCC Wire and Cable LLC, MB Aerospace, Barnes Aerospace, Coherent Corp (Nufren), and Joining Technologies, Inc. (*Source: Advance CT 2026 Town Profile*). While the average annual pay for employment in these fields ranges from \$46,906 to \$135,991 (*Source: East Granby 2025 Equity Report*), overall, the median household income and educational attainment rates in East Granby are impressively higher than that of the state as a whole. The median household income (MHI) in East Granby is approximately \$121,000 while the statewide MHI is about \$96,000 (*Source: Advance CT 2026 Town Profile*).

Top Employment Sectors in East Granby

	Connecticut		East Granby	
	Total jobs	Avg annual pay	Total jobs	Avg annual pay
All Sectors	1,661,750	\$88,616	3,565	\$77,332
Manufacturing	154,738	\$101,418	1,133	\$89,280
Transportation and Warehousing	65,244	\$62,967	600	\$56,284
Wholesale Trade	59,844	\$128,333	267	\$135,991
Administrative and Support and Waste Management and Remediation Services	87,016	\$67,861	240	\$46,906
Construction	61,726	\$89,655	224	\$102,675

Source: East Granby 2025 Equity Report

TABLE 9: MEDIAN HOUSEHOLD INCOME, WITH LARGEST INCREASE AND DECREASE OF CAPITOL REGION COG TOWNS, 2000–2023, IN 2023 DOLLARS

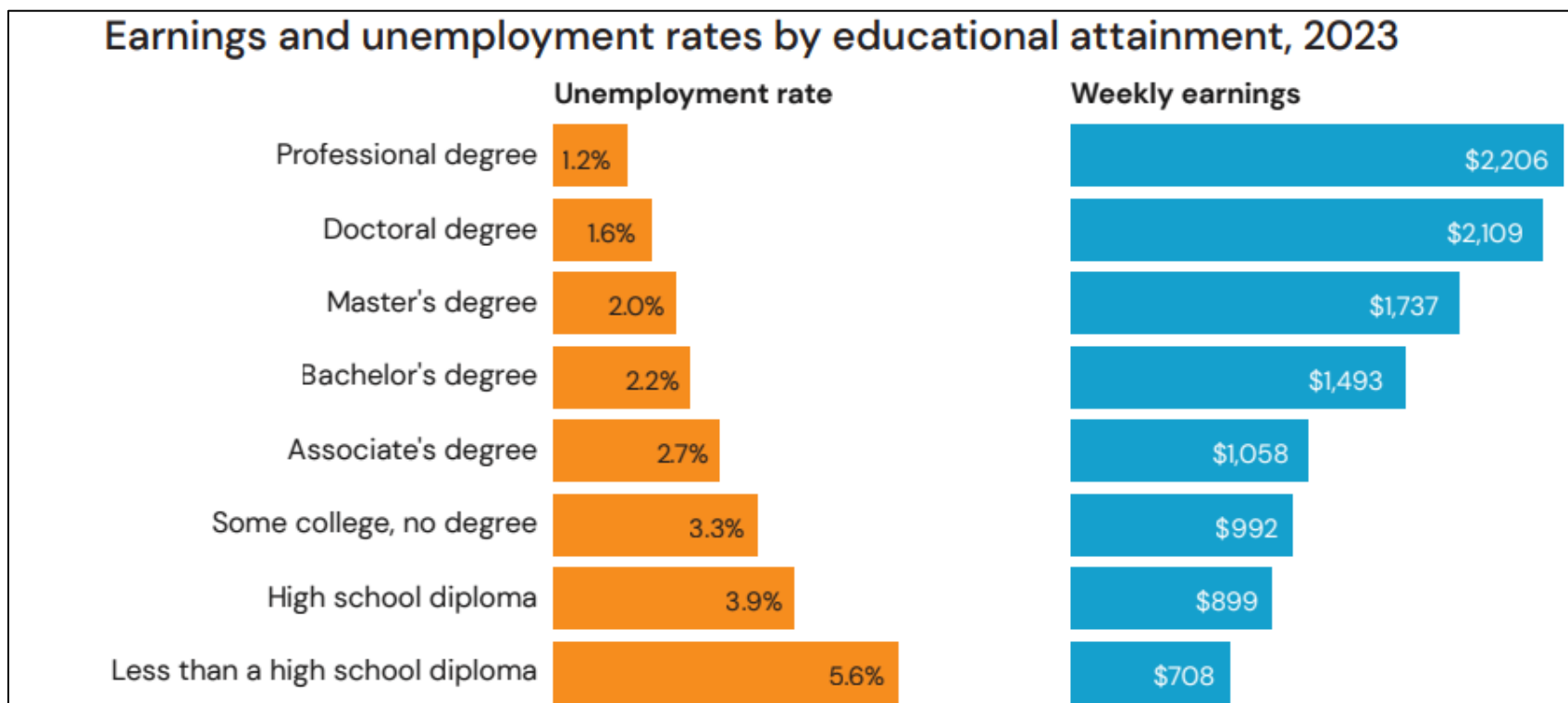
	Income, 2000 (2023 dollars)	Income, 2023	Change	Percent change
Connecticut	\$95,460	\$93,760	–\$1,700	–2%
Capitol Region COG	N/A	\$91,541	N/A	N/A
Wethersfield	\$94,317	\$118,523	+\$24,206	+26%
East Granby	\$121,586	\$123,005	+\$1,419	+1%
Mansfield	\$86,527	\$67,321	–\$19,206	–22%

Top Industries		
Lightcast, 2024 (2 and 3 digit NAICS)	Jobs	Share of Industry
1 Manufacturing	1,293	
<i>Fabricated Metal Product Mfg</i>		21%
2 Admin and Support and Waste Mgt	543	
<i>Administrative and Support Services</i>		81%
3 Transportation and Warehousing	477	
<i>Warehousing and Storage</i>		45%
4 Government	415	
<i>Local Government</i>		58%
5 Wholesale Trade	389	
<i>Merchant Wholesalers, Durable Goods</i>		72%
Total Jobs, All Industries	4,391	

Source: Advance CT East Granby 2026 Town Profile

Likely influenced by the town’s comparatively high Median Household Income, a larger share of East Granby residents hold postsecondary degrees compared to the state. 30% of the town’s population has bachelor’s degrees and 23% of residents hold a master’s degree or higher. Across the state 23% of the population holds bachelor’s degrees while 19% of the population holds master’s degrees or higher (*Source: Advance CT 2026 Town Profile*). U.S. Department of Labor data displays how an educated workforce drives economic growth. For instance, bachelor’s degree holders face less than half the unemployment rate and earn more than double the income of those who do not complete high school. Overall, a quality

education is key to succeeding in today's job market, with higher educational attainment serving as a catalyst for increasing the economic value of one's skills and knowledge. Higher educational attainment also adds to the value of the social networks and relationships of those that pursue secondary education – contributing to long-term economic growth (*Source: Goulas*).



Source: U.S. Bureau of Labor Statistics 2023; The Brookings Institution

State Department of Labor data further illustrates key trends in East Granby's workforce and local economy. Although nationwide unemployment rates spiked at the onset of the COVID-19 pandemic, by early 2023, the number of jobs in the state reached nearly back up to pre-pandemic levels. In 2025, the self-employment rate in town was 6%, slightly lower than the state's 10% self-employment rate (*Source: Advance CT 2026 Town Profile*). In 2025, approximately 2,600 residents were employed, while about 90 residents were actively unemployed; equaling an unemployment rate of approximately 3%. In 2025,

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there were 57 new business registrations in town and a total of 480 active businesses (*Source: Secretary of the State via Advance CT 2026 Town Profile*).

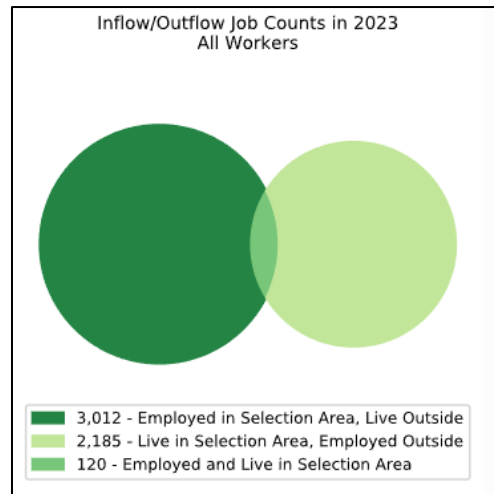
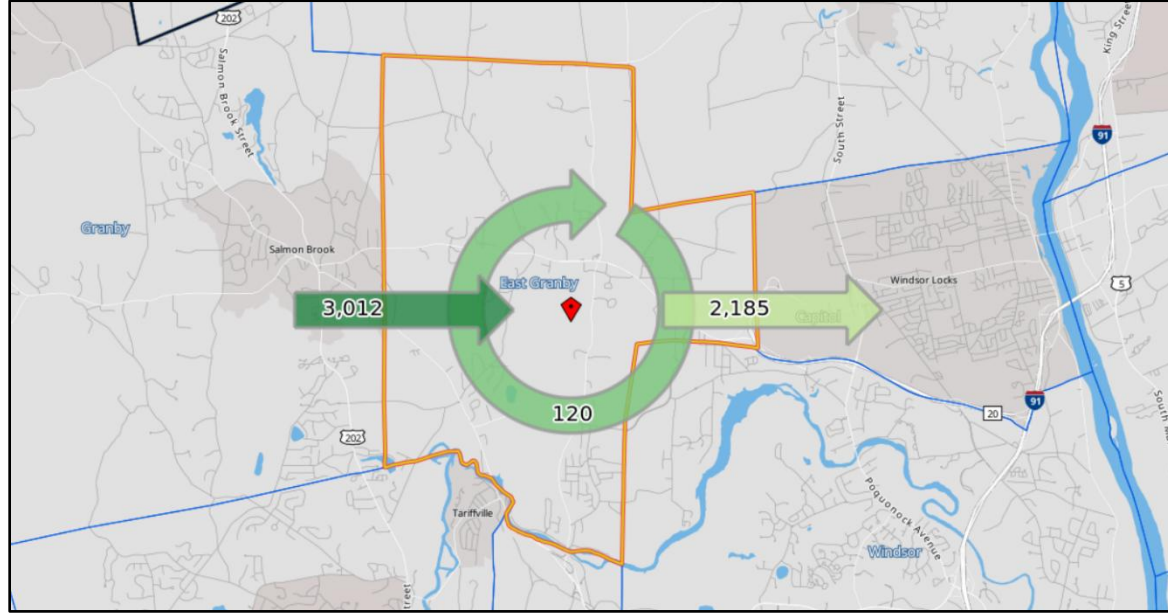
Labor Force		
CT Department of Labor, 2025		
	East Granby	State
Employed	2,632	1,869,450
Unemployed	93	76,777

Source: CT Department of Labor via Advance CT 2026 East Granby Town Profile

The U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program combines household data with statistics about workers and firms to draw important conclusions about employment, worker statistics, and economic activity in communities across the country (*Source: lehd.ces.census.gov*). According to the LEHD's OnTheMap tool which analyzes the daily inflow and outflow of workers whose Private Primary jobs are in town, East Granby imports more workers than it exports. Each day approximately 3,000 workers enter East Granby from other towns while about 2,200 residents exit town for work. 120 residents or approximately 5% of the town's population both live and work in town (this does not include those who work from home). The average commuter in town spends approximately 25 minutes travelling to work, which is similar to the state's average commute time of 26 minutes. About 80% of East Granby's workers drive to work while about 3% use public transportation. While no workers reported walking or riding a bicycle to work, 14% of East Granby's population works from home (*Source: Advance CT 2026 Town Profile*).

US Census OnTheMap Inflow/Outflow Analysis

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Inflow/Outflow Job Counts (Private Primary Jobs)		
	2023 Count	Share
<u>Employed in the Selection Area</u>	3,132	100.0%
<u>Employed in the Selection Area but Living Outside</u>	3,012	96.2%
<u>Employed and Living in the Selection Area</u>	120	3.8%
<u>Living in the Selection Area</u>	2,305	100.0%
<u>Living in the Selection Area but Employed Outside</u>	2,185	94.8%
<u>Living and Employed in the Selection Area</u>	120	5.2%

Source: U.S. Census Bureau OnTheMap, Center for Economic Studies, Longitudinal Employer-Household Dynamics

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The Town's municipal revenue and expenditures reveal more about the local economy. Data from the CT Office of Policy and Management notes East Granby's FY 2022-23 total revenue at approximately \$28M. A majority of this is property tax revenue at about \$21M.

In 2023 the Town hired consulting firm Goman & York to assist in writing a Village Center Master plan. This plan was identified in the 2016 Plan of Conservation and Development as a goal. The Village Center Master plan provided the Town will valuable insight as to the current economics of the Village Center and provided goals as to how the Town can increase the success of the Village Center. It was noted the 3 items provided the basis of consideration which included the Market, Branding, and physical conditions. Strategies for improvements include providing multi-family housing opportunities, investing in infrastructure, branding and marketing, and updating zoning regulations to reflect a more stable environment for interested developers.

B. Public Outreach

On January 5th, 2026, Tyche Planning and Policy Group held a public input session with business owners in East Granby to gather feedback and opinions on their experiences as business operators in Town as well as their hopes looking into the future. Generally, business owners in town agreed that expanded sewer and water connections, specifically in areas already designated for commercial development, should be a top priority over the next ten years in order to encourage business growth and expansion in town. The expansion of sewer and water services is costly, and a variety of stakeholders should cooperate to explore grant funding in support of these efforts, particularly for properties in the Commerce Park Transitional Zone.

To further these efforts, the town's Economic Development Commission is currently in the process of updating the town's tax abatement program to reward stakeholders that support infrastructure expansion. Business owners also suggested the town update its signage policy to be more business-friendly and encourage desired business growth. For example, differentiating signage based on zones. Other suggestions included implementing traffic calming measures on Route 20 and slowing traffic through the Village Center down towards East Street. Business owners also agree that housing and economic development go hand in hand and efforts to coordinate both should be prioritized.

Attendees shared several observations and s related to the town's current business climate.

1. Promote existing tools that connect residents to local businesses

- Continue and promote the Small Passport Program and the town website that lists local businesses, as both effectively help residents find and support local establishments.

2. Improve visitor information and wayfinding

- Add additional signage along the Metacomet Trail to direct hikers to nearby businesses.
- Create and distribute a list of nearby restaurants for visitors to the Old New Gate Prison, who often look for dining options after their visit.

3. Recruit desired services and retail in walkable locations

- Encourage a grocery store, drugstore, and hardware store in a walkable area—especially to better serve seniors and retirees.
- Support complementary small-scale retail (e.g., clothing and specialty shops such as a candy store).

4. Explore lodging opportunities

- Consider a boutique hotel near Bradley International Airport to capture demand from travelers and pilots seeking short stays.

Overall, attendees emphasized the importance of promoting East Granby as a business-friendly municipality.

The town's wetlands and scenic resources should be viewed as an asset, with opportunities for targeted enhancement (similar to recent work completed in the center of Bloomfield).

Opportunities for enhancement

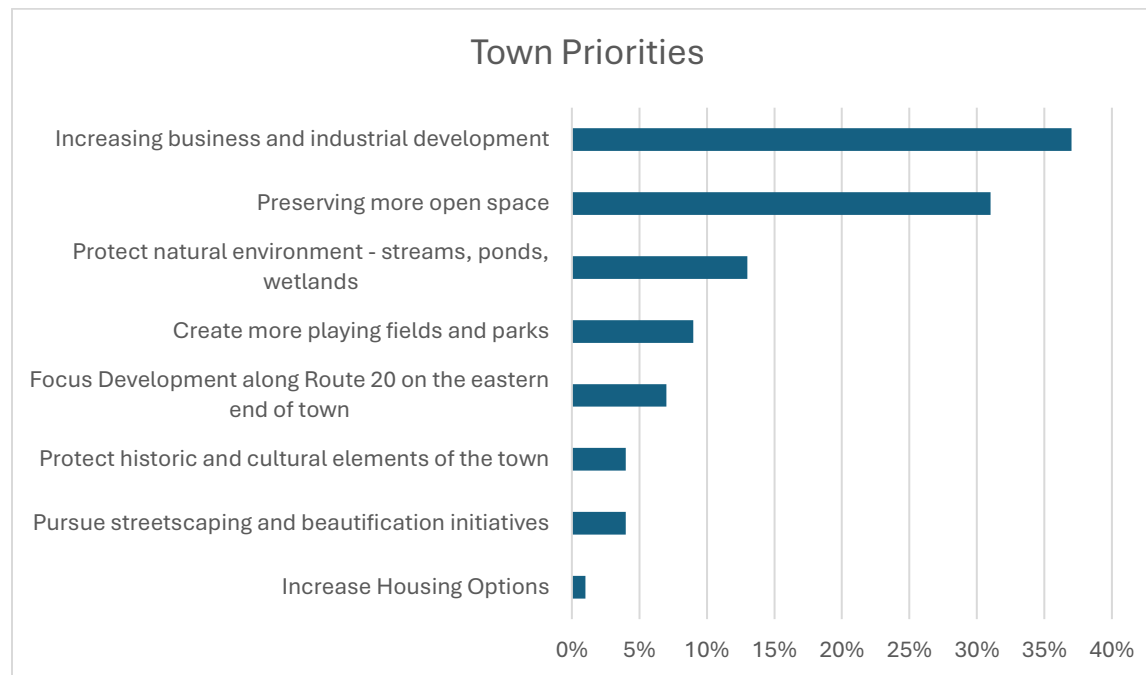
- Explore enhancement projects focused on wetlands in the downtown area.
- Consider revitalization of the wetlands adjacent to the Town Library, potentially paired with community amenities such as an ice-skating rink and an entertainment center.

Regulatory considerations

If a wetland is connected to a stream or brook, federal approval may be required, which can add time and complexity. As a result, the town may wish to prioritize projects where permitting is less burdensome.

In addition to the in-person workshops an online survey was conducted during the POCD process, and the following are the results of economic development questions:

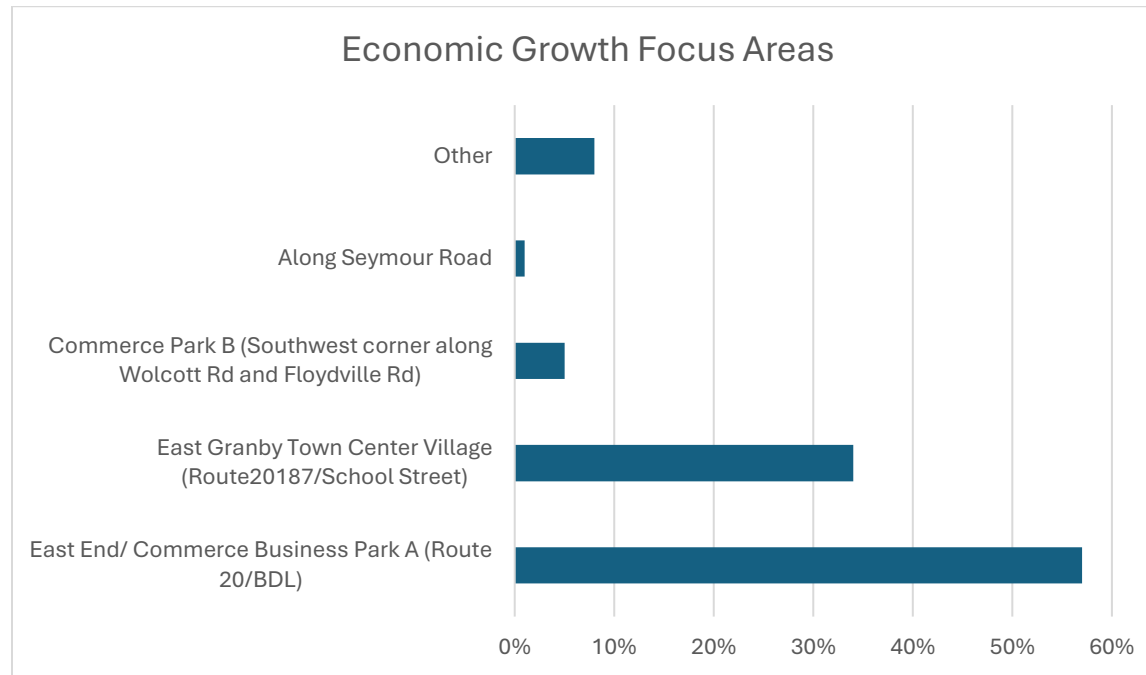
Please rank the following topics upon level of priority from 1 (most important) to 10 (least important).



Source: East Granby 2026 Plan of Conservation and Development Public Input Survey

37% of survey respondents selected increasing business and industrial development as a top priority of the town amongst those listed.

Where should economic development and growth be focused?



Source: East Granby 2026 Plan of Conservation and Development Public Input Survey

More than 50% of respondents agreed that economic development and growth should be focused on the East End within Commerce Business Park A and over 30% of respondents agreed that focus should be in the Village Center.

C. Bradley Development League

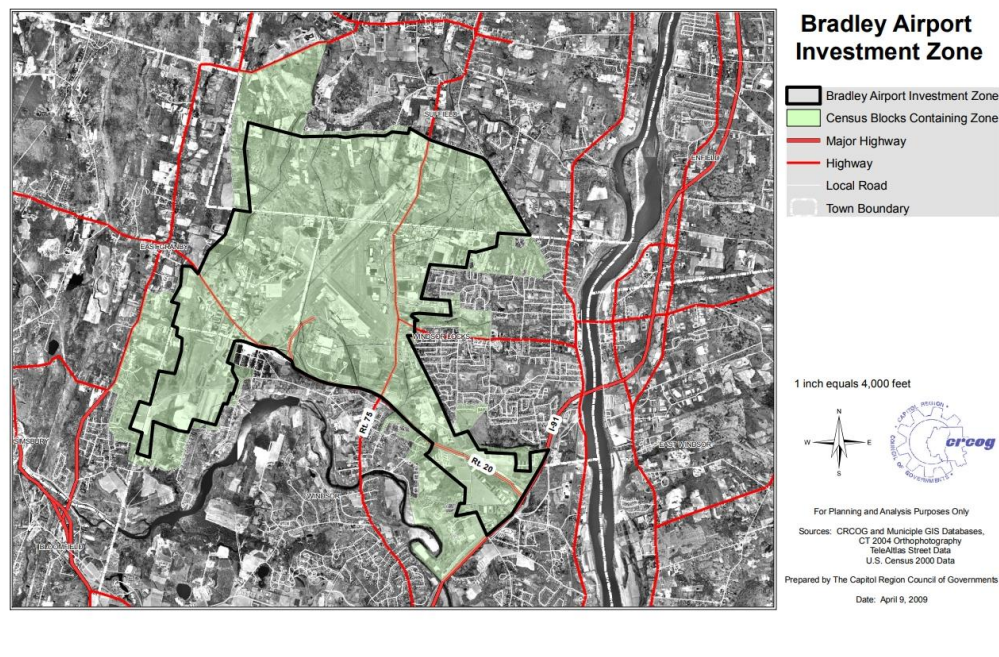
East Granby is one of four Towns that make up the Bradley Development League. The League was created in 1995 and was formally incorporated as a non-profit corporation in 2000, adding business representatives to the board to reflect the combined public/private nature of this endeavor. The CAA Executive Director was added to the Board of Directors in 2018. The airport provides incentives at a State level in addition to local incentives as it is a part of the Bradley Airport Development Zone. This is an enterprise zone which offers a tax abatement for businesses that meet certain requirements.

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Eligible uses include manufacturing, performing research and development related to manufacturing, and businesses that significantly service, overhaul, or rebuild machinery and equipment for industrial uses.

If shipped by air, warehousing and motor freight distribution uses qualify for the incentive.

The key incentive for qualifying businesses is a five-year, 80% property tax abatement. Businesses that qualify for the property tax exemptions may also qualify for a ten-year corporation business tax credit to the portion of the tax that is attributable to the facility equal to 25% of the tax.



D. Goals

1. Continue to encourage appropriate growth within the Village Center and adjacent commercial zones in a manner consistent with the Village Center Master Plan.

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2. Promote housing growth in a sustainable way to encourage economic growth within the Village Center and Commerce Park Transitional Zone.
3. Coordinate economic development goals with maintaining open space networks in East Granby.

E. Actions

1. Review the Commerce Park Transitional Zone uses to ensure compatibility with the Village Center.
2. Develop a branding plan to include a logo and signage for the Village Center as described in the Village Center Master plan.
3. Implement the sign program that the EDC developed and identified.
4. Create a façade improvement program to promote architectural updates to existing structures within the Village Center.
5. Continue to provide pedestrian connections to the Village Center and adjacent residential areas.
6. Work with property owners in the Commerce Park Transitional Zone to determine best uses.
7. Continue to support small businesses with the Small Business Passport Program and other community engagement activities.
8. Invest in infrastructure to promote expansion of existing businesses and new businesses.
9. Create a public gathering place in the Village Center to promote Town activities and encourage visitation to local businesses.
10. Continue to support and promote the Town's Farmer Market.