



Route 6/118 Corridor Study

Swansea's Economic Engine

Lizeth Gonzalez

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Introduction

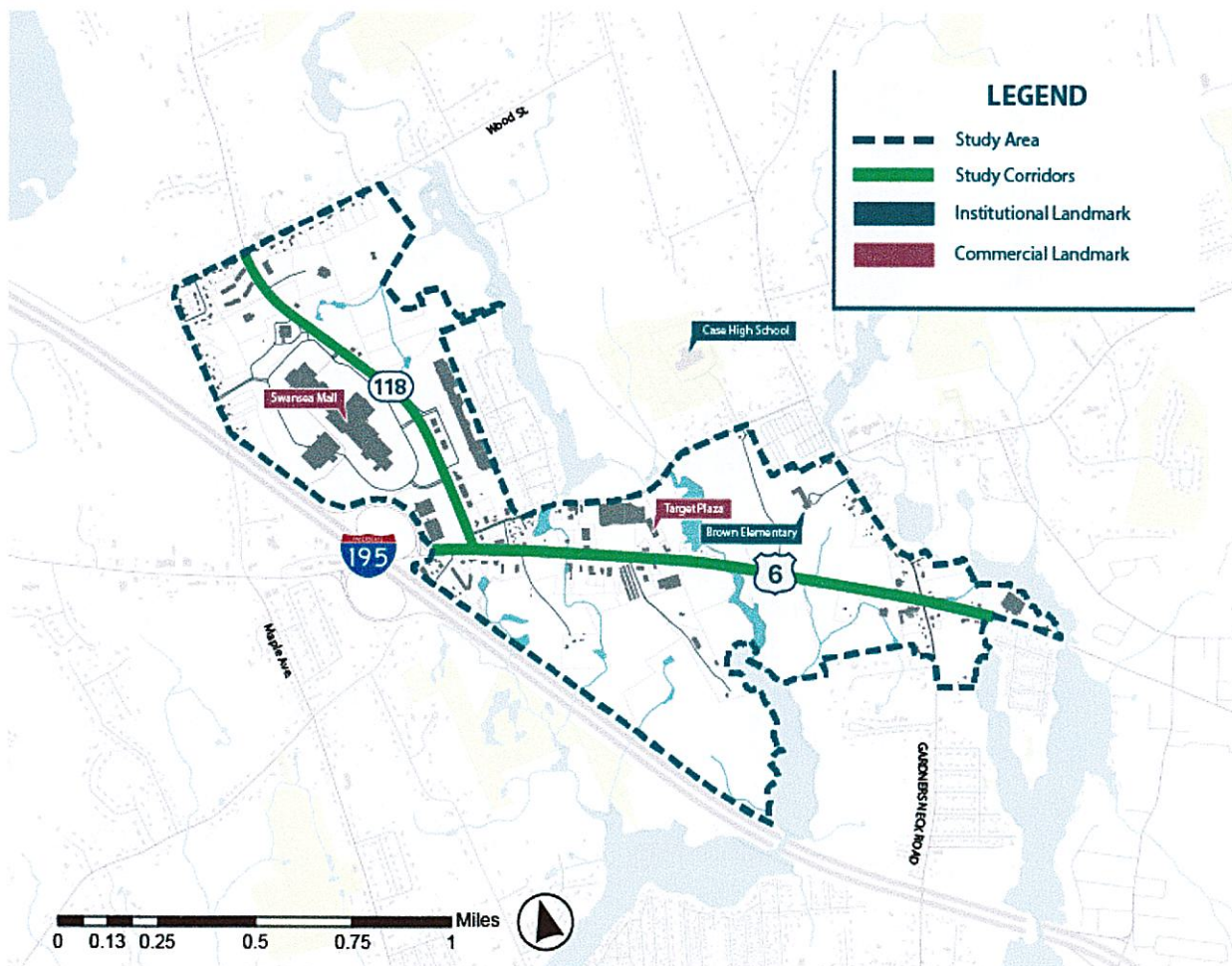
Anticipating development along the Routes 6 and 118 corridors, Swansea seeks to examine zoning, policy, and programmatic changes to achieve the best uses and foster economic development. In 2018, the Economic Development Administration (EDA) awarded the Town of Somerset funding to work with Swansea to negotiate an

inter-municipal agreement to extend sewer service along the Route 6 corridor, and eventually Route 118.

Currently, the lack of sewer and water along Route 6 precludes new development and/or redevelopment. Ultimately, preventing private investment and employment opportunities in Swansea and the region overall.

This project will identify an inventory of project-ready sites for redevelopment, accelerate private-sector investment in industrial and commercial projects, and support the conversion of underutilized properties and obsolete facilities into modern, tax-generating uses.

Study Area



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Land Use

Most of the corridor is zoned commercial, industrial, or institutional. Pockets of residential uses exist on the edges.

Zoning

The development of the study area is largely business or rural residential, with a concentrated portion of light industrial uses at the core.

Year Built

Most of the corridor was built between XXXX.

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Priority Development/Priority Protection Areas

Developed through the state planning process, these designations indicate desired development particularly in the study area.

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Land Value Per Acre

This metric tells us the value of parcels in the corridor at a comparable scale.

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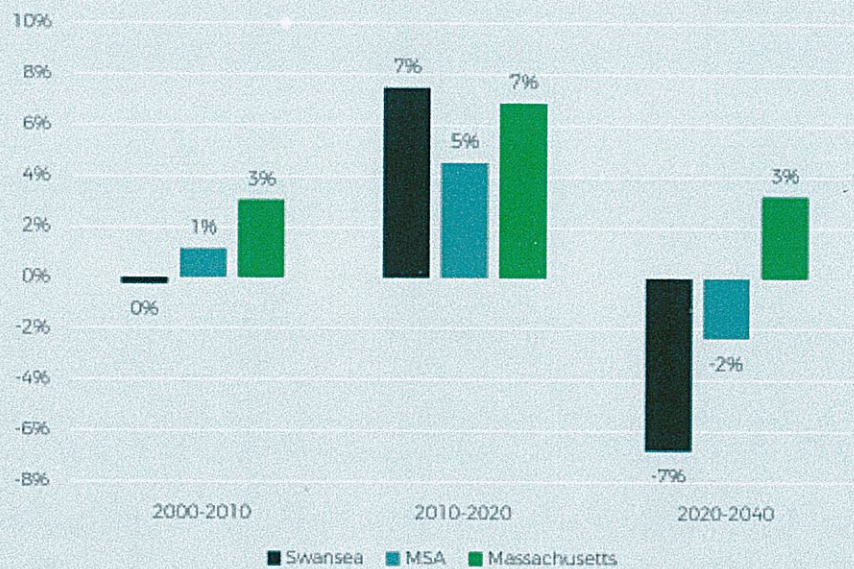
Improvement to Land Value Ratio

This metric reveals which parcels are under-utilized from a development perspective.

Existing Conditions

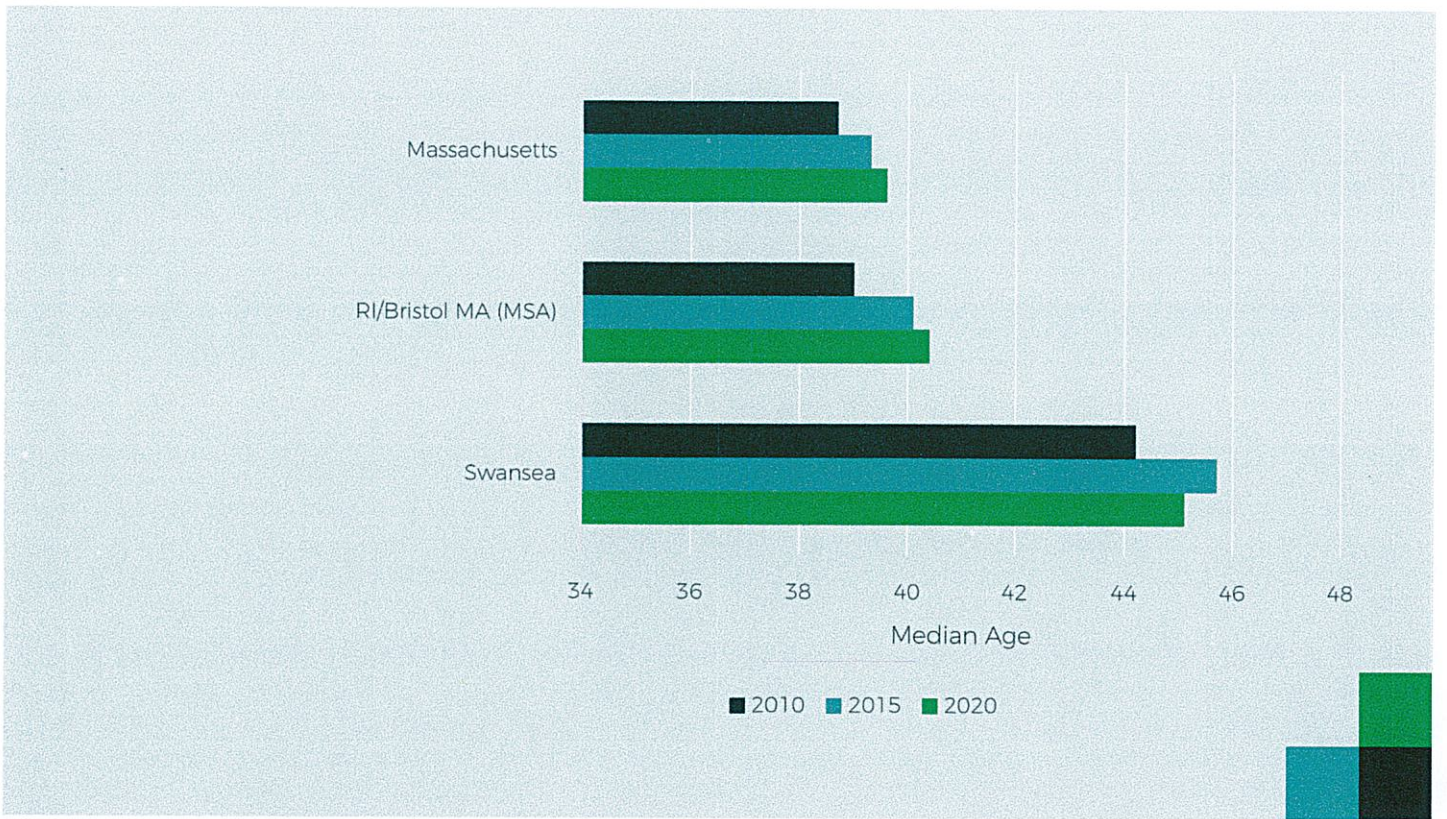
To best craft recommendations, this study considers the recent trends and data that affect economic outcomes. Existing conditions explore demographic - to understand Swansea's workforce and buying power - and economic trends.

From these data pieces, this study provides major takeaways that will develop into more impactful recommendations.



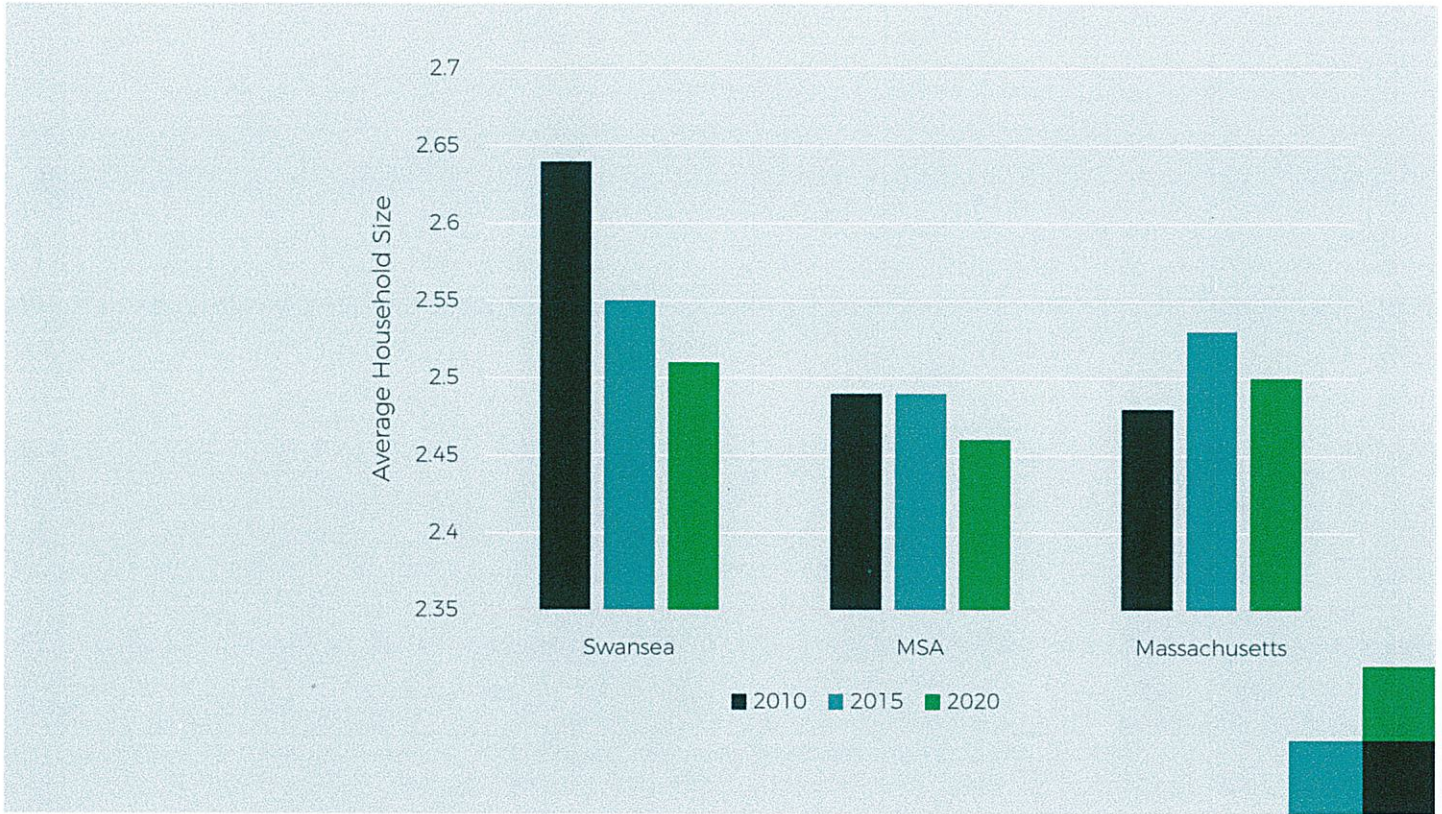
Population

Swansea is growing; in fact, its growth rate exceeds that of MA and Swansea's greater metropolitan region by at least 1%.



Median Age

Like many communities in the Commonwealth, Swansea's population is aging. Further, the median age in Swansea is 5 years greater than that of the State and the greater metropolitan region.



Household Size

Swansea's families are getting smaller. In the last five years alone, Swansea's household size decreased 1.6 percent.

The rate of change in household sizes exceeds that of MA and the greater metro region, though, trends also show signs of shrinking household sizes.



School Enrollment

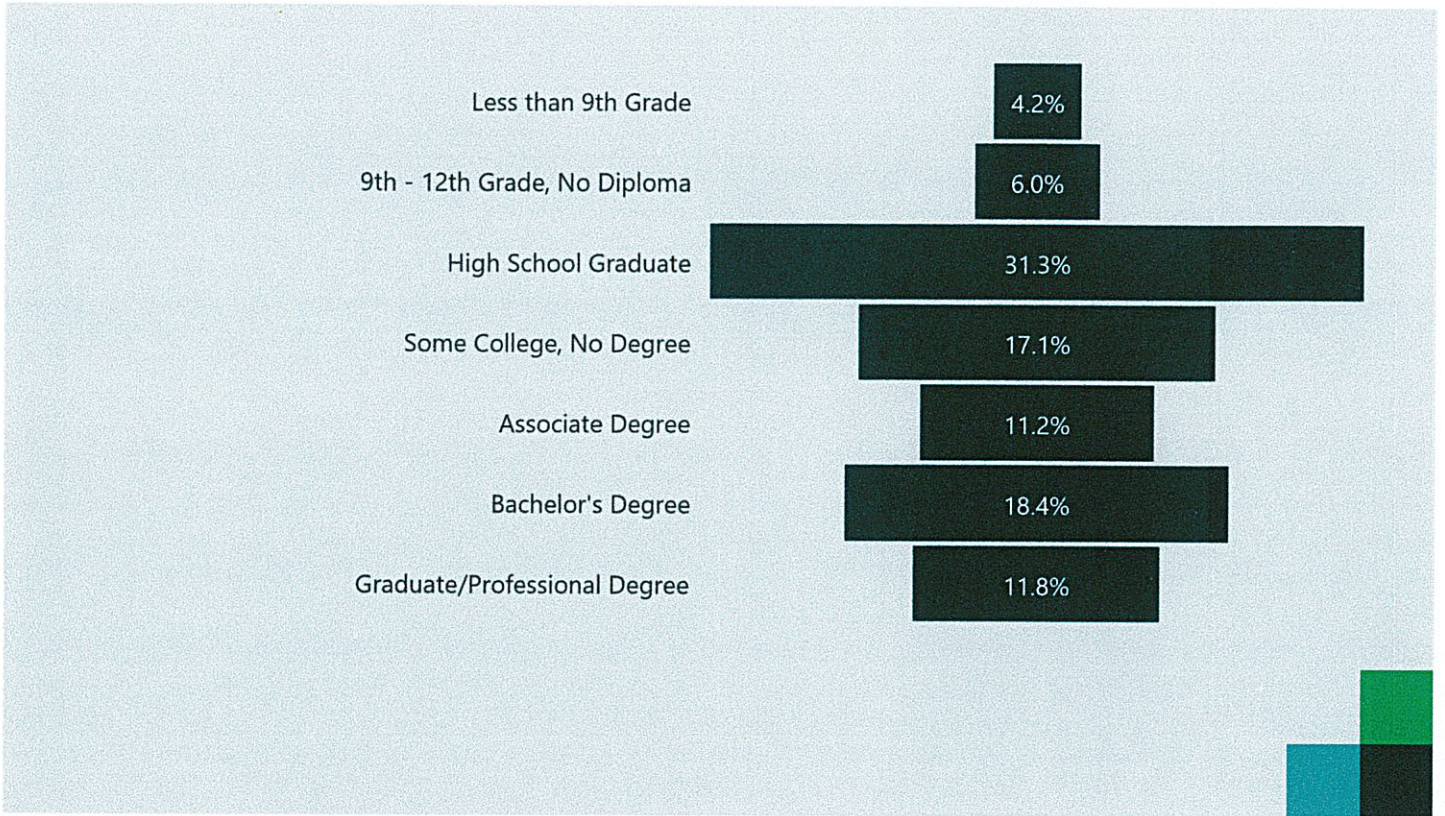
Swansea's school enrollment is decreasing. Over the last 10 years, school population size decreased 3.4 percent.

We can see the elementary school population aging into middle and high school during this timeframe.



Median Income

Swansea is a relatively affluent community compared to MA and the greater metropolitan region and since 2010.



Educational Attainment

Swansea has the lowest share of residents with "Higher Level" education compared to the State and greater metropolitan region. (2021 ACS Data)

Town	Residential	Commercial	Industrial	Personal Property	"Split" in the Split Rate
Swansea	13.05	21.21	21.21	21.21	8.16
Taunton	13.18	28.87	28.87	28.87	15.69
Rehoboth	12.67	12.67	12.67	12.67	0
Berkley	13.75	13.75	13.75	13.75	0
Somerset	13.29	25.81	25.81	25.81	12.52
Dighton	14.29	26.17	26.17	26.17	11.88

Massachusetts Division of Local Services (DLS)

Tax Levy by Use				
Town	Residential	Commercial	Industrial	Personal Property
Swansea	80%	15%	1%	5%
Taunton	62%	24%	8%	5%
Rehoboth	95%	4%	1%	1%
Berkley	95%	2%	1%	3%
Somerset	72%	9%	5%	13%
Dighton	79%	4%	4%	12%

Tax & Revenues

Thanks to its split tax rate, Swansea's commercial and industrial tax base is larger than nearby towns - roughly 16% of the total levy. Like most towns, Swansea's revenue comes from residential uses.

Town	Average Single Family Tax Bill	Av. Tax Bill as % of Assessed Value	Av. Tax Bill as % of DOR Income Per Capita
Swansea	\$4,419	1.31%	12.67%
Taunton	\$4,420	1.32%	16.28%
Rehoboth	\$5,689	1.27%	11.27%
Berkley	\$5,790	1.38%	14.67%
Somerset	\$4,590	1.33%	13.96%
Dighton	\$5,531	1.43%	15.24%

Massachusetts Division of Local Services (DLS)

Class Group	2019	2020	2021	2022	2023
Residential	\$ 25,489,800	\$ 17,367,090	\$ 16,506,204	\$ 9,369,175	\$ 10,705,344
Open Space	\$ -	\$ -	\$ -	\$ -	\$ -
Commercial	\$ 307,700	\$ 1,845,310	\$ 248,194	\$ 465,425	\$ 508,100
Industrial	\$ 330,600	\$ -	\$ 96,500	\$ 140,000	\$ 621,300
Personal Property	\$ 4,373,520	\$ 4,119,520	\$ 10,094,310	\$ 7,102,600	\$ 4,775,130
TOTAL	\$ 30,501,620	\$ 23,331,920	\$ 26,945,208	\$ 17,077,200	\$ 16,609,874

Massachusetts Division of Local Services (DLS)

Residential growth contributes to the majority of new tax revenue, while industrial development lags behind.

That being said, Swansea's families bear a small burden compared to nearby communities.



Unemployment Rate		
Location	2020	2021
Swansea	4.6%	4.9%
RI/Bristol MA (MSA)	5.5%	7.5%
MA	5.1%	5.6%

2020 ACS 5-Year Data, 2021 ESRI

Unemployment

Swansea has a low unemployment rate compared to the State and its greater metropolitan region. This likely correlates to job growth over the last decade.

Industry (2-Digit NAICS Codes) EOLWD	2012		2022		2012-2022
	Employees	Percent Employees	Employees	Percent Employees	Percent Change in Employment Share
11 - Agriculture, Forestry, Fishing and Hunting	-	-	-	-	-
21 - Mining, Quarrying, and Oil and Gas Extraction	-	-	-	-	-
22 - Utilities	-	-	-	-	-
23 - Construction	237	4.9%	407	7.7%	57.8%
31-33 - Manufacturing	120	2.5%	125	2.4%	-4.3%
42 - Wholesale Trade	89	1.8%	60	1.1%	-38.1%
44-45 - Retail Trade	1,665	34.3%	1,483	28.1%	-18.2%
48-49 - Transportation and Warehousing	51	1.1%	148	2.8%	166.6%
51 - Information	35	0.7%	22	0.4%	-42.3%
52 - Finance and Insurance	138	2.9%	379	7.2%	152.3%
53 - Real Estate and Rental and Leasing	68	1.4%	24	0.5%	-67.6%
54 - Professional and Technical Services	153	3.2%	237	4.5%	42.3%
55 - Management of Companies and Enterprises	-	-	-	-	-
56 - Administrative and Waste Services	91	1.9%	70	1.3%	-29.3%
61 - Educational Services	428	8.8%	450	8.5%	-3.4%
62 - Health Care and Social Assistance	768	15.8%	1,007	19.1%	20.5%
71 - Arts, Entertainment, and Recreation	127	2.6%	139	2.6%	0.6%
72 - Accommodation and Food Services	686	14.2%	510	9.7%	-31.7%
81 - Other Services, Except Public Administration	192	4.0%	216	4.1%	3.4%
92 - Public Administration	-	-	-	-	-
Total, All Industries	4,848		5,277		8.1%

Swansea Industries

Job growth is modest in Swansea. Over 300 new jobs located or grew in town - a rate of over 8% during the last decade.

Swansea's Top 5 Industries include:

1. Retail Trade
2. Health Care and Social Assistance
3. Accommodation and Food Service
4. Educational Services
5. Construction

Importantly, Swansea has seen growth in only a handful of its top industries (highlighted).

Regional Comparison

Industry data tells part of Swansea's economic story. In order to better understand Swansea's competitiveness across its strongest and growing industries, we analyzed industry growth compared to the state and nearby metropolitan statistical area (MSA), which consists of Providence and Bristol County (MA).

Industry (2-Digit NAICS Codes) EOLWD	Swansea			MA			R/Bristol (MA) MSA		
	2012	2022	2012-2022	2012	2022	2012-2022	2012	2022	2012-2022
	Percent Employees	Percent Employees	Change in Employment Share	Percent Employees	Percent Employees	Percent Change in Employment	Percent Employees	Percent Employees	Percent Change in Employment
11 - Agriculture, Forestry, Fishing and Hunting	0	0	-	0.2%	0.2%	-11.0%	0.3%	0.2%	-43.2%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0	-	0.0%	0.1%	116.0%	0.0%	0.1%	180.5%
22 - Utilities	0	0	-	0.4%	0.4%	18.9%	1.5%	0.2%	-84.3%
23 - Construction	4.9%	7.7%	62.1%	3.9%	4.0%	1.7%	6.2%	4.3%	-23.4%
31-33 - Manufacturing	2.5%	2.4%	-1.7%	7.8%	6.8%	-12.8%	6.2%	1.1%	-80.2%
42 - Wholesale Trade	1.8%	1.1%	-36.4%	3.8%	3.8%	17.9%	4.1%	4.0%	5.9%
44-45 - Retail Trade	34.3%	28.1%	-15.9%	10.7%	11.6%	26.1%	12.1%	15.0%	36.1%
48-49 - Transportation and Warehousing	1.1%	2.8%	173.9%	3.0%	2.2%	-15.8%	2.4%	1.9%	-13.7%
51 - Information	0.7%	0.4%	-40.7%	2.8%	3.6%	47.6%	2.0%	1.8%	0.7%
52 - Finance and Insurance	2.8%	7.2%	159.2%	5.1%	5.4%	22.7%	4.2%	6.7%	74.7%
53 - Real Estate and Rental and Leasing	1.4%	0.5%	-66.7%	1.3%	2.9%	165.2%	1.1%	2.2%	113.6%
54 - Professional and Technical Services	3.2%	4.5%	46.2%	8.3%	8.6%	19.1%	4.1%	5.5%	45.5%
55 - Management of Companies and Enterprises	0	0	-	2.0%	0.2%	-86.0%	2.2%	0.1%	-95.9%
56 - Administrative and Waste Services	1.9%	1.3%	-27.4%	5.1%	3.0%	-32.9%	4.9%	2.4%	-46.3%
61 - Educational Services	8.8%	8.5%	-0.8%	10.2%	8.9%	0.3%	5.5%	9.9%	99.3%
62 - Health Care and Social Assistance	15.8%	19.1%	23.7%	16.7%	17.4%	20.2%	17.6%	20.7%	29.5%
71 - Arts, Entertainment, and Recreation	2.6%	2.6%	3.3%	1.7%	2.3%	56.9%	1.6%	2.9%	100.1%
72 - Accommodation and Food Services	14.2%	9.7%	-29.8%	8.5%	7.8%	5.9%	9.6%	9.2%	5.2%
81 - Other Services, Except Public Administration	4.0%	4.1%	6.2%	4.4%	6.4%	68.2%	4.4%	6.5%	62.1%
92 - Public Administration	0	0	-	4.1%	4.4%	23.7%	10.0%	5.3%	-42.1%
Total Growth			6.0%			15.5%			9.7%

Regional Comparison

When compared to the state and MSA, Swansea's top 5 industries are not regionally competitive.

Only Health Care and Social Assistance and Construction continue to grow at pace with the greater regional economy.

Industry (2-Digit NAICS Codes) EOLWD	Swansea			MA			R/Bristol (MA) MSA		
	2012	2022	2012-2022	2012	2022	2012-2022	2012	2022	2012-2022
	Percent Employees	Percent Employees	Change in Employment Share	Percent Employees	Percent Employees	Percent Change in Employment	Percent Employees	Percent Employees	Percent Change in Employment
11 - Agriculture, Forestry, Fishing and Hunting	0	0	-	0.2%	0.2%	-11.0%	0.3%	0.2%	-43.2%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0	-	0.0%	0.1%	116.0%	0.0%	0.1%	180.5%
22 - Utilities	0	0	-	0.4%	0.4%	18.9%	1.5%	0.2%	-84.3%
23 - Construction	4.9%	7.7%	62.1%	3.9%	4.0%	1.7%	6.2%	4.3%	-23.4%
31-33 - Manufacturing	2.5%	2.4%	-1.7%	7.8%	6.8%	-12.8%	6.2%	1.1%	-80.2%
42 - Wholesale Trade	1.8%	1.1%	-36.4%	3.8%	3.8%	17.9%	4.1%	4.0%	5.9%
44-45 - Retail Trade	34.3%	28.1%	-15.9%	10.7%	11.6%	26.1%	12.1%	15.0%	36.1%
48-49 - Transportation and Warehousing	1.1%	2.8%	173.9%	3.0%	2.2%	-15.8%	2.4%	1.9%	-13.7%
51 - Information	0.7%	0.4%	-40.7%	2.8%	3.6%	47.6%	2.0%	1.8%	0.7%
52 - Finance and Insurance	2.6%	7.2%	159.2%	5.1%	5.4%	22.7%	4.2%	6.7%	74.7%
53 - Real Estate and Rental and Leasing	1.4%	0.5%	-66.7%	1.3%	2.9%	165.2%	1.1%	2.2%	113.6%
54 - Professional and Technical Services	3.2%	4.5%	46.2%	8.3%	8.6%	19.1%	4.1%	5.5%	45.5%
55 - Management of Companies and Enterprises	0	0	-	2.0%	0.2%	-86.0%	2.2%	0.1%	-95.9%
56 - Administrative and Waste Services	1.9%	1.3%	-27.4%	5.1%	3.0%	-32.9%	4.9%	2.4%	-46.3%
61 - Educational Services	8.8%	8.5%	-0.8%	10.2%	8.9%	0.3%	5.5%	9.9%	99.3%
62 - Health Care and Social Assistance	15.8%	19.1%	23.7%	16.7%	17.4%	20.2%	17.6%	20.7%	29.5%
71 - Arts, Entertainment, and Recreation	2.6%	2.6%	3.3%	1.7%	2.3%	56.9%	1.6%	2.9%	100.1%
72 - Accommodation and Food Services	14.2%	9.7%	-29.8%	8.5%	7.8%	5.9%	9.6%	9.2%	5.2%
81 - Other Services, Except Public Administration	4.0%	4.1%	6.2%	4.4%	6.4%	68.2%	4.4%	6.5%	62.1%
92 - Public Administration	0	0	-	4.1%	4.4%	23.7%	10.0%	5.3%	-42.1%
Total Growth			6.0%			15.5%			9.7%

However, consider industries in which Swansea has a growing share of employment. These industries are outpacing regional economies in:

- Transportation and Warehousing
- Finance and Insurance
- Professional and Technical Services

Industry (2-Digit NAICS Codes) EQI,WD	Swansea-MA LQ			Swansea-MSA LQ		
	2012	2022	2012-2022	2012	2022	2012-2022
	LQ		Percent Change LQ	LQ		Percent Change LQ
11 - Agriculture, Forestry, Fishing and Hunting	-	-	-	-	-	-
21 - Mining, Quarrying, and Oil and Gas Extraction	-	-	-	-	-	-
22 - Utilities	-	-	-	-	-	-
23 - Construction	1.19	1.87	36.5%	0.79	1.79	55.7%
31-33 - Manufacturing	0.30	0.34	10.5%	0.40	2.13	81.1%
42 - Wholesale Trade	0.46	0.29	-60.3%	0.45	0.29	-55.9%
44-45 - Retail Trade	3.06	2.36	-29.8%	2.85	1.88	-51.6%
48-49 - Transportation and Warehousing	0.33	1.26	73.4%	0.44	1.48	70.5%
51 - Information	0.24	0.11	-115.3%	0.36	0.23	-59.0%
52 - Finance and Insurance	0.53	1.29	59.0%	0.67	1.07	36.9%
53 - Real Estate and Rental and Leasing	1.05	0.15	-589.2%	1.25	0.21	-500.5%
54 - Professional and Technical Services	0.36	0.51	29.5%	0.76	0.82	6.8%
55 - Management of Companies and Enterprises	-	-	-	-	-	-
56 - Administrative and Waste Services	0.35	0.44	20.0%	0.38	0.55	30.7%
61 - Educational Services	0.82	0.94	12.5%	1.62	0.86	-88.1%
62 - Health Care and Social Assistance	0.90	1.07	15.9%	0.90	0.92	2.0%
71 - Arts, Entertainment, and Recreation	1.44	1.10	-31.5%	1.64	0.91	-81.4%
72 - Accommodation and Food Services	1.58	1.21	-30.7%	1.47	1.05	-40.4%
81 - Other Services, Except Public Administration	0.86	0.63	-37.1%	0.90	0.63	-43.0%
92 - Public Administration	-	-	-	-	-	-

Location Quotient

Another tool to compare Swansea to its regional economies is Location Quotient (LQ). This ratio compares Swansea's industrial specialization in certain top and growing industries with its regional neighbors.

An LQ above 1 means that there is a greater concentration of employment. While, an LQ below one means there is a low concentration of employment in a given industry.

Industry (2-Digit NAICS Codes) EOLWD	Swansea-MA LQ			Swansea-MSA LQ		
	2012	2022	2012-2022	2012	2022	2012-2022
	LQ		Percent Change LQ	LQ		Percent Change LQ
11 - Agriculture, Forestry, Fishing and Hunting	-	-	-	-	-	-
21 - Mining, Quarrying, and Oil and Gas Extraction	-	-	-	-	-	-
22 - Utilities	-	-	-	-	-	-
23 - Construction	1.19	1.87	36.5%	0.79	1.79	55.7%
31-33 - Manufacturing	0.30	0.34	10.5%	0.40	2.13	81.1%
42 - Wholesale Trade	0.46	0.29	-60.3%	0.45	0.29	-55.9%
44-45 - Retail Trade	3.06	2.36	-29.8%	2.85	1.88	-51.6%
48-49 - Transportation and Warehousing	0.33	1.26	73.4%	0.44	1.48	70.5%
51 - Information	0.24	0.11	-115.3%	0.36	0.23	-59.0%
52 - Finance and Insurance	0.53	1.29	59.0%	0.67	1.07	36.9%
53 - Real Estate and Rental and Leasing	1.05	0.15	-589.2%	1.25	0.21	-500.5%
54 - Professional and Technical Services	0.36	0.51	29.5%	0.76	0.82	6.8%
55 - Management of Companies and Enterprises	-	-	-	-	-	-
56 - Administrative and Waste Services	0.35	0.44	20.0%	0.38	0.55	30.7%
61 - Educational Services	0.82	0.94	12.5%	1.62	0.86	-88.1%
62 - Health Care and Social Assistance	0.90	1.07	15.9%	0.90	0.92	2.0%
71 - Arts, Entertainment, and Recreation	1.44	1.10	-31.5%	1.64	0.91	-81.4%
72 - Accommodation and Food Services	1.58	1.21	-30.7%	1.47	1.05	-40.4%
81 - Other Services, Except Public Administration	0.86	0.63	-37.1%	0.90	0.63	-43.0%
92 - Public Administration	-	-	-	-	-	-

Comparing Swansea to its greater regional economies, Swansea is competitive across a number of industries including:

- Construction
- Transportation and Warehousing
- Finance and Insurance
- Health Care and Social Assistance

These industries have a **high LQ** and show **year to year growth**.

Space Demand

As part of this study, SRPEDD commissioned FXM to develop a projection of space demand for Swansea's industries, particularly across the Route 6/118 Corridor.

Major takeaways from this study include:

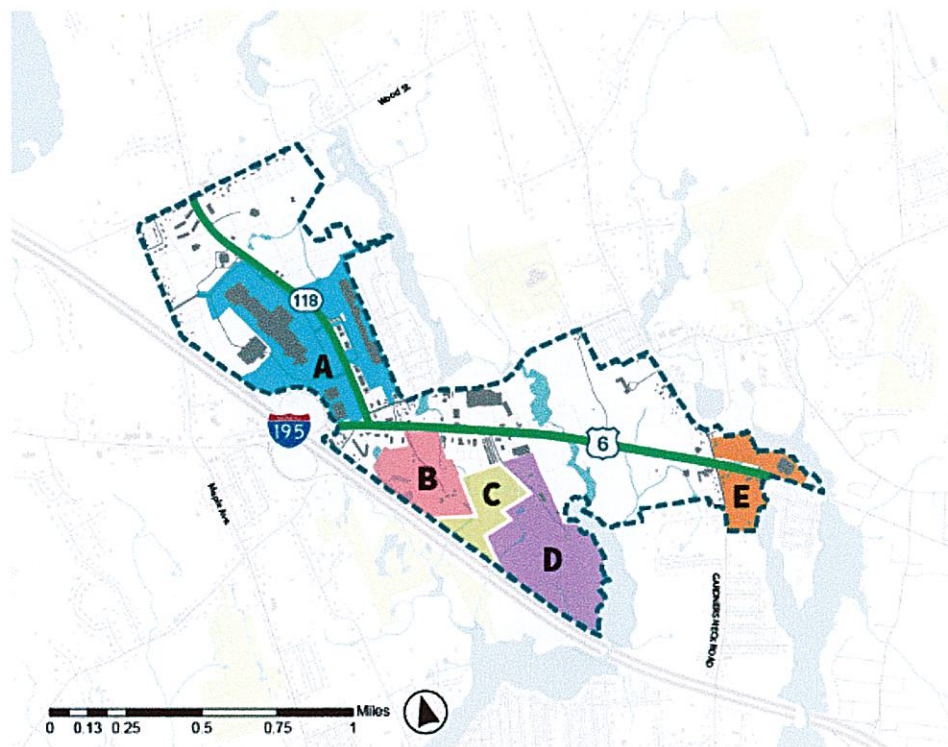
1. Upward trends in Office space occupancy and low vacancy rates show the promise of development opportunities in Professional and Technical services, Finance and Insurance, and Health Care and Social Assistance.
2. There is potential to capture leakage of additional small business commercial space through expansion of existing establishments or new construction.
3. Flex space has historically low vacancy rates in Swansea - which indicates new development could accommodate high demand for it across the region.



Key Sites

Based on the conditions of study area, the following areas are considered Key Sites for development and redevelopment. This includes the potential for infill, parcel assembly, and reconfiguration.

The next steps in this study will consider the public's development preferences, and where they might be best suited along the corridor. Utilizing this feedback, existing site conditions, and the potential impact of future infrastructure changes, this study will craft recommendations for both policy and physical impact.



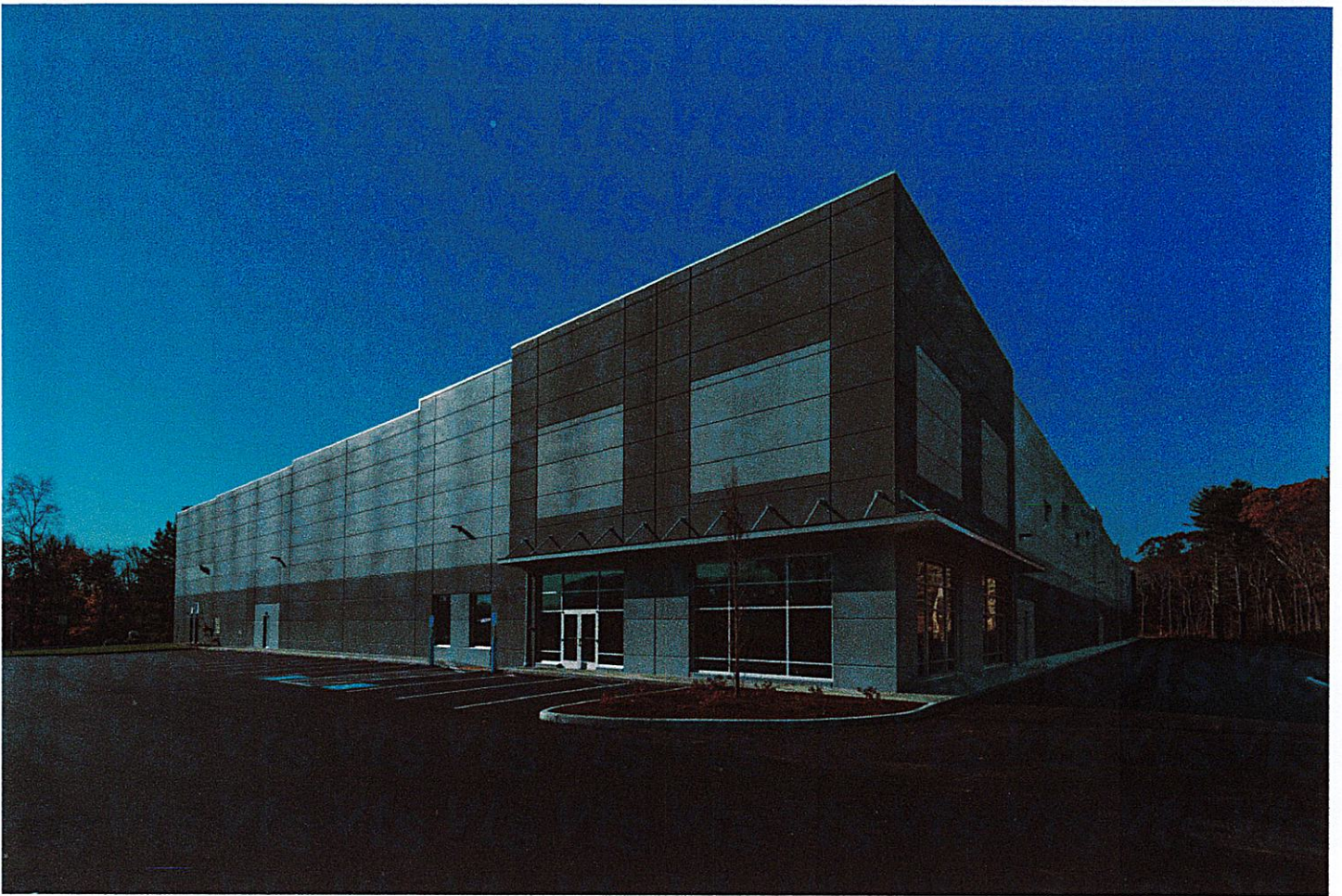
Development Types

Based on the combination of the SRPEDD and FXM's market analysis, this study proposes five major "development types" that would be most successful along the Route 6/118 Corridor. These redevelopment types can be categorized as **healthcare/services, light industrial, industrial, artisan, and neighborhood.**



Health Care & Services

This development type aligns with planned redevelopment of the Corridor particularly with ongoing retail and housing expansion.



Flex Space

With data that indicates high demand, new development of flex space will provide tax-generating uses among already high-performing industries in Swansea and the Region.



Industrial

Though industrial activity in the Route 6/118 Corridor is low, the potential for this development type would be unlocked by infrastructure improvements.



Artisan Uses

Artisan zoning can be defined as an approach to land use and development that provides space for small-scale manufacturers that produce little to no vibration, noise, fumes, or other nuisances, meaning they can fit within a wide variety of industrial, commercial, and even residential districts.

Route 6/118 Preference Survey

The **Route 6/118 Preference survey** considers the potential of the study area as a whole. While you consider the questions in the survey, think about the development types we reviewed above.

1. What kind of growth should Swansea support in the study area?

2. What developments should Swansea attract?
3. What activities would strengthen Swansea's economy and tax revenues?

Contact Us!

Lizeth Gonzalez lgonzalez@srpedd.org

Chris Welch cwelch@srpedd.org