



ECONOMIC DEVELOPMENT STRATEGY

Charlemont, MA

RKG

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February 2022

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1. BASELINE CONDITIONS

INTRODUCTION AND PURPOSE

The baseline conditions section provides selected socio-economic metrics for Charlemont, Massachusetts and surrounding labor market area (“LMA”) communities, as well as Franklin County. Metrics are presented to provide an overview of existing and projected demographic, economic, and real estate data to assist in identifying trends and market driven opportunities for consideration as part of a Charlemont Economic Development Strategy.

DEMOGRAPHIC PROFILE

This section provides a demographic overview and trends for Charlemont, Franklin County, and the Buckland, MA LMA (Figure 1) where applicable.¹

POPULATION

The total population of Charlemont is projected to remain stable over the 2021 to 2026 time period after displaying 7% growth from 2010 to 2021. Population declines are projected for residents aged 34 years or under, as well as those in pre-retirement years (ages 55 to 64). The group aged 35 to 54, typically in their peak earning and spending years, is projected to increase by 6.6% and those aged 65 and older by 14.8% (Table 1). By 2026, the population aged 65 and older in Charlemont is projected to represent 30% of the total population, an increase from 2021 when these residents comprised 26% of the population. This growth in older residents also brings the median age in Charlemont from 50.8 to 52.1 years. As residents continue to age in place and some new residents move to town, per capita income is projected to increase by 15.8% by 2026. While the increase appears large from a percentage standpoint, it equates to about \$36,500 per capita.

By comparison, the population of Franklin County is projected to decline nominally between 2021 and 2026. County population declines are projected for all age cohorts except for those aged 65 and older. This latter cohort is projected to increase (similar to Charlemont) by 14.6% and account for 26% of the countywide population by 2026. This is an increase of 22% from 2021. Franklin County’s median age is expected to increase slightly by

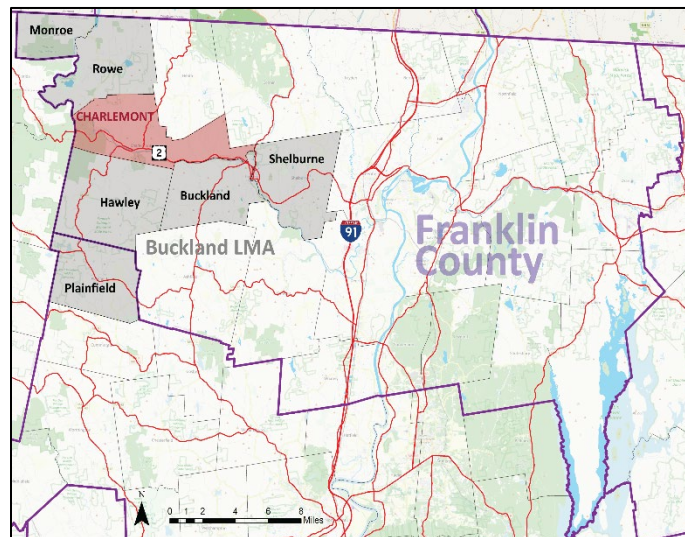


Figure 1 – Regional Positioning

¹ The Buckland, MA LMA includes the communities of Charlemont, Buckland, Hawley, Monroe, Plainfield (in Hampshire County), Rowe and Shelburne.

2026, from 47 to 47.5, remaining lower than in Charlemont. Per capita income is projected to grow by 12.3% to \$37,900 in 2026.

Similar patterns emerge for the remaining towns in the region with either nominal increases or nominal declines in total population. Younger cohorts are projected to increase marginally in some towns across the region. All communities within the Buckland LMA are projected to have populations with median ages exceeding 50 years by 2026. The projected per capita incomes (2026) exceed \$40,000 only in Plainfield and Shelburne.

Table 1 – Selected Population Metrics

Comparative Metrics	Franklin County, MA			%Δ 2021 - 2026	Charlemont, MA			%Δ 2021 - 2026
	2010	2021	2026		2010	2021	2026	
Population	71,372	72,692	71,942	-1.0%	1,266	1,359	1,359	0.0%
aged under 20	15,691	13,682	13,139	-4.0%	264	233	228	-2.1%
aged 20 to 34	11,899	12,865	12,308	-4.3%	179	225	181	-19.6%
aged 35 to 54	21,026	17,482	17,049	-2.5%	394	302	322	6.6%
aged 55 to 64	11,878	12,568	11,004	-12.4%	214	242	222	-8.3%
aged 65 and older	10,878	16,095	18,442	14.6%	215	358	411	14.8%
Median Age	44.2	47.0	47.5	1.1%	46.3	50.8	52.1	2.6%
Per Capita Income	na	\$33,778	\$37,937	12.3%	na	\$31,488	\$36,464	15.8%

Comparative Metrics	Buckland, MA			%Δ 2021 - 2026	Hawley, MA			%Δ 2021 - 2026
	2010	2021	2026		2010	2021	2026	
Population	1,902	1,966	1,951	-0.8%	337	377	381	1.1%
aged under 20	393	325	316	-2.8%	59	51	55	7.8%
aged 20 to 34	266	306	287	-6.2%	53	67	51	-23.9%
aged 35 to 54	577	474	459	-3.2%	94	84	90	7.1%
aged 55 to 64	346	342	295	-13.7%	57	74	65	-12.2%
aged 65 and older	320	519	594	14.5%	74	101	121	19.8%
Median Age	46.5	50.7	51.5	1.6%	48.9	52.5	53.9	2.7%
Per Capita Income	na	\$32,646	\$37,008	13.4%	na	\$33,429	\$37,910	13.4%

Comparative Metrics	Monroe, MA			%Δ 2021 - 2026	Plainfield, MA			%Δ 2021 - 2026
	2010	2021	2026		2010	2021	2026	
Population	121	126	125	-0.8%	648	645	646	0.2%
aged under 20	28	26	23	-11.5%	144	121	122	0.8%
aged 20 to 34	22	18	16	-11.1%	74	84	80	-4.8%
aged 35 to 54	37	26	29	11.5%	189	146	134	-8.2%
aged 55 to 64	13	20	20	0.0%	134	113	99	-12.4%
aged 65 and older	21	33	36	9.1%	107	181	211	16.6%
Median Age	42.8	49.6	51.3	3.4%	48.3	52.0	53.2	2.3%
Per Capita Income	na	\$29,812	\$35,142	17.9%	na	\$34,832	\$40,904	17.4%

Comparative Metrics	Rowe, MA			%Δ 2021 - 2026	Shelburne, MA			%Δ 2021 - 2026
	2010	2021	2026		2010	2021	2026	
Population	393	409	405	-1.0%	1,893	1,944	1,931	-0.7%
aged under 20	85	82	75	-8.5%	370	289	291	0.7%
aged 20 to 34	36	64	53	-17.2%	278	345	303	-12.2%
aged 35 to 54	100	89	96	7.9%	517	420	433	3.1%
aged 55 to 64	74	67	63	-6.0%	358	327	264	-19.3%
aged 65 and older	98	103	116	12.6%	370	563	640	13.7%
Median Age	50.8	49.1	50.7	3.3%	48.2	51.3	52.2	1.8%
Per Capita Income	na	\$29,821	\$35,217	18.1%	na	\$39,881	\$45,066	13.0%

Source : US Census, American Community Survey (ACS), ESRI and RKG (2022)

na - data unavailable

Implications – The generally stable population throughout, coupled with declines in those in their family and household formation years (ages 20 to 34) and those in their peak earning and spending years (ages 35 to 54) presents challenges for expanding and/or diversifying employment opportunities, as reflected in an overall stagnant or declining labor force. At the same time, the overall projected growth in those aged 65 and older may present opportunities for development of new housing choices for these residents who may be looking to downsize and perhaps considering smaller housing units or assisted living facilities as viable options. Smaller housing options as part of a downtown revitalization project could appeal to both younger and older generations looking for maintenance free housing options within walking distance to amenities like restaurants, grocery, or convenience retail. This projected trend may present an additional opportunity for expansion in the health and/or personal care service sectors of the economy.

HOUSEHOLDS AND INCOME

Charlemont is projected to have 746 housing units by 2026, more than in 2021 and 2010. The 2021 to 2026 projected rate of growth is 1.5%, compared to 1.2% for Franklin County (Table 2). Hawley is projected for the largest growth in the region (at 2.2%). All other communities are projected for a lower rate of growth than Charlemont. There has been some new construction and renovation activity in Charlemont over recent years. According to the town's permit data, 4 residential permits were approved for new single family home construction and 9 for substantial remodeling work from 2017 to 2021. The town's assessor database reveals that 17 buildings have been built since 2010, 12 of which are single family homes.

All areas within the region are predominantly comprised of owner-occupied units, ranging from 66% in Shelburne to 91% in Plainfield. In Charlemont, 81% of all occupied housing units are owner-occupied while 19% are renter-occupied. This is higher than Franklin County which is currently 72% owner-occupied. The number of owner-occupied housing units is projected to remain stable or increase marginally across all locations, while the number of renter-occupied units is projected to decrease everywhere. This decrease is projected to be 5.8% in Charlemont and 5.4% in Franklin County. This projection may be a reflection of the town's limited existing rental housing stock.

The number of vacant or seasonal housing units is also projected to increase for all locations which includes a 7.2% increase in Charlemont and a 19.1% increase in Franklin County. While increases in seasonal homes may be an indication of a burgeoning or strengthening tourism market, this trend can also remove housing options for year-round residents who may be working in the same industries the Town is looking to support. Balancing the need for affordable year-round housing and supporting seasonal residents is important to having an economically viable and sustainable tourism-based economy.

The portion of households earning less than \$75,000 is expected to decline across the region, with the exception of Hawley where households earning between \$25,000 and \$49,999 are projected to grow by 10.7%. Conversely, all areas are projected to realize growth in households earning

\$75,000 or more, except Plainfield, which is projected to see an 18.8% decline in households earning \$150,000 or more. Households earning \$150,000 or more is expected to comprise anywhere from 8% (Monroe) to 19% (Plainfield – despite the aforementioned decrease) of all households in 2026. This group is expected to hold a 9% share of all households in Charlemont by 2026, which is an increase of 7% from 2021.

Median household incomes are projected to rise by 11.8% in Charlemont, representing an increase of \$6,630 to \$62,978 by 2026. Increases are expected across the region as well, ranging from an 8.1% increase in Franklin County to 15.6% in Rowe. The average projected change for all areas is \$6,411 with Charlemont exceeding this by approximately 3%. The projected dollar increase in Charlemont exceeds that of Shelburne, Buckland, and Franklin County (Figure 2). Despite the projected growth for all communities, none exceed \$70,000 in median household income by 2026.

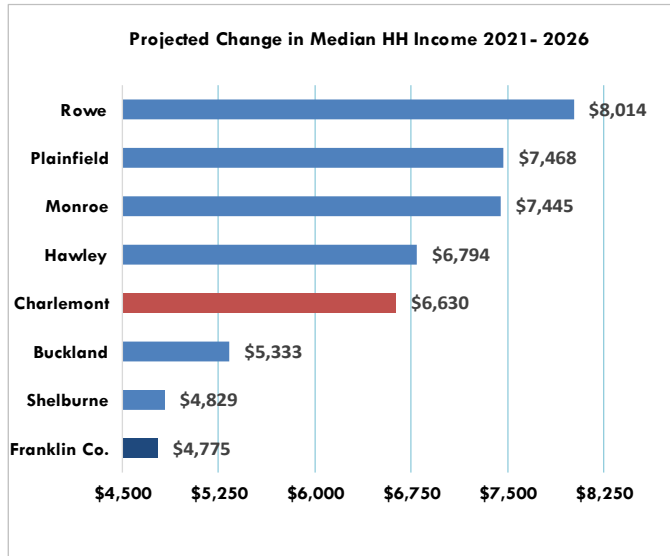


Figure 2 – Projected Change in Median Household Income

Table 2 – Selected Housing and Household Metrics

Comparative Metrics	Franklin County, MA			%Δ 2021 - 2026	Charlemont, MA			%Δ 2021 - 2026
	2010	2021	2026		2010	2021	2026	
Housing								
Total Units	33,758	34,780	35,192	1.2%	681	735	746	1.5%
Owner-Occupied	20,987	21,970	22,220	1.1%	410	489	499	2.0%
Renter-Occupied	9,475	9,324	8,820	-5.4%	151	121	114	-5.8%
Vacant or Seasonal	3,296	3,486	4,152	19.1%	120	125	134	7.2%
Average Household Size	2.29	2.27	2.27	0.0%	2.25	2.20	2.19	-0.5%
Households by Income	30,462	31,294	31,040	-0.8%	561	610	613	0.5%
< \$25,000	7,166	6,221	5,486	-11.8%	114	116	98	-15.5%
\$25,000 to \$49,999	8,050	6,336	5,861	-7.5%	143	147	145	-1.4%
\$50,000 to \$74,999	6,190	6,654	6,429	-3.4%	119	123	105	-14.6%
\$75,000 to \$149,999	7,714	8,572	9,012	5.1%	175	183	211	15.3%
\$150,000 and >	1,342	3,511	4,252	21.1%	10	41	55	34.1%
Median Household Income	<i>na</i>	\$59,062	\$63,837	8.1%	<i>na</i>	\$56,348	\$62,978	11.8%
Owner Median Value	<i>na</i>	\$272,628	\$411,775	51.0%	<i>na</i>	\$294,697	\$480,242	63.0%
Owner Average Value	<i>na</i>	\$352,218	\$501,900	42.5%	<i>na</i>	\$429,969	\$633,517	47.3%

Comparative Metrics	Buckland, MA			%Δ 2021 - 2026	Hawley, MA			%Δ 2021 - 2026
	2010	2021	2026		2010	2021	2026	
Housing								
Total Units	888	924	935	1.2%	198	223	228	2.2%
Owner-Occupied	632	675	688	1.9%	116	120	123	2.5%
Renter-Occupied	191	184	167	-9.2%	12	25	24	-4.0%
Vacant or Seasonal	65	65	80	23.1%	70	78	81	3.8%
Average Household Size	2.30	2.28	2.27	-0.4%	2.42	2.53	2.52	-0.4%
Households by Income	823	859	855	-0.5%	128	145	147	1.4%
< \$25,000	186	166	152	-8.4%	22	26	21	-19.2%
\$25,000 to \$49,999	229	169	145	-14.2%	23	28	31	10.7%
\$50,000 to \$74,999	118	208	198	-4.8%	27	34	27	-20.6%
\$75,000 to \$149,999	241	252	279	10.7%	40	47	53	12.8%
\$150,000 and >	20	64	81	26.6%	16	10	14	40.0%
Median Household Income	<i>na</i>	\$58,642	\$63,975	9.1%	<i>na</i>	\$60,886	\$67,680	11.2%
Owner Median Value	<i>na</i>	\$306,790	\$459,916	49.9%	<i>na</i>	\$353,846	\$687,500	94.3%
Owner Average Value	<i>na</i>	\$362,741	\$491,824	35.6%	<i>na</i>	\$527,869	\$723,156	37.0%

Comparative Metrics	Monroe, MA			%Δ 2021 - 2026	Plainfield, MA			%Δ 2021 - 2026
	2010	2021	2026		2010	2021	2026	
Housing								
Total Units	77	80	81	1.3%	329	329	330	0.3%
Owner-Occupied	47	47	47	0.0%	237	240	242	0.8%
Renter-Occupied	10	13	12	-7.7%	32	27	25	-7.4%
Vacant or Seasonal	20	20	21	5.0%	60	62	63	1.6%
Average Household Size	2.12	2.10	2.08	-1.0%	2.40	2.41	2.41	0.0%
Households by Income	57	60	59	-1.7%	269	267	267	0.0%
< \$25,000	18	12	10	-16.7%	49	44	35	-20.5%
\$25,000 to \$49,999	18	17	15	-11.8%	62	64	61	-4.7%
\$50,000 to \$74,999	21	11	10	-9.1%	57	60	53	-11.7%
\$75,000 to \$149,999	0	17	19	11.8%	85	60	66	10.0%
\$150,000 and >	0	3	5	66.7%	16	64	52	-18.8%
Median Household Income	<i>na</i>	\$ 51,540	\$ 58,985	14.4%	<i>na</i>	\$58,068	\$65,536	12.9%
Owner Median Value	<i>na</i>	\$ 266,667	\$ 433,333	62.5%	<i>na</i>	\$330,612	\$536,697	62.3%
Owner Average Value	<i>na</i>	\$ 339,130	\$ 545,833	61.0%	<i>na</i>	\$438,646	\$640,393	46.0%

Comparative Metrics	Rowe, MA			%Δ 2021 - 2026	Shelburne, MA			%Δ 2021 - 2026
	2010	2021	2026		2010	2021	2026	
Housing								
Total Units	227	237	239	0.8%	931	962	972	1.0%
Owner-Occupied	146	137	139	1.5%	538	571	580	1.6%
Renter-Occupied	21	39	36	-7.7%	311	312	298	-4.5%
Vacant or Seasonal	60	61	64	4.9%	82	79	94	19.0%
Average Household Size	2.35	2.32	2.31	-0.4%	2.18	2.15	2.15	0.0%
Households by Income	167	176	175	-0.6%	849	883	878	-0.6%
< \$25,000	24	36	30	-16.7%	164	176	151	-14.2%
\$25,000 to \$49,999	63	50	45	-10.0%	178	144	137	-4.9%
\$50,000 to \$74,999	42	31	28	-9.7%	156	193	190	-1.6%
\$75,000 to \$149,999	35	49	58	18.4%	297	265	272	2.6%
\$150,000 and >	3	11	15	36.4%	54	105	128	21.9%
Median Household Income	<i>na</i>	\$51,374	\$59,388	15.6%	<i>na</i>	\$63,234	\$68,063	7.6%
Owner Median Value	<i>na</i>	\$264,706	\$434,884	64.3%	<i>na</i>	\$366,794	\$518,750	41.4%
Owner Average Value	<i>na</i>	\$336,581	\$552,536	64.2%	<i>na</i>	\$536,427	\$727,026	35.5%

Source : US Census, American Community Survey (ACS), ESRI and RKG (2022)

na - data unavailable

Real estate market data from the Warren Group reveals median sales prices have continued to increase over the past 20 years in Charlemont. The median sales price for single-family homes in Charlemont was \$246,000 in 2021, a \$123,500 increase (101%) from the year 2000 and \$49,000 increase (25%) from 2010.

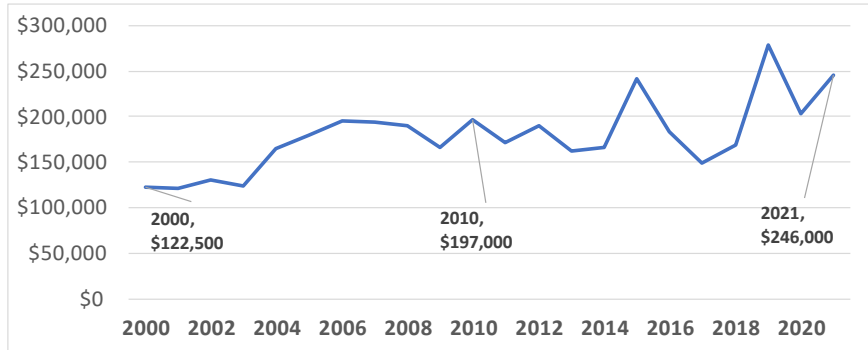


Figure 3 – Charlemont Median Sales Price

Similarly, the median sales price has increased for all other communities within the LMA over the past 5 years (where data is available). The communities of Charlemont, Buckland, Hawley, Plainfield, and Rowe saw median sales prices for single-family homes rise by an average of 43.3% since 2016 (data is unavailable for Monroe and Shelburne). Charlemont’s 34.1% increase during this time is second only to Plainfield, where the median price is now more than double what it was in 2016. Charlemont’s median price in 2021 trailed behind Plainfield (\$402,500), Buckland (\$259,500), and Hawley (\$257,500) but was ahead of Rowe (\$180,000). Most towns within the region have seen prices continue to rise since 2019, suggesting regional home values have not been adversely affected by the pandemic. This increase in value could be attributed in part to market pressure catching up to the region as values continue to rise with relatively little new development and decreasing inventory levels (homes available on the market) across the state. These increases could also reflect more out of town buyers entering the local market, as remote work options are allowing greater flexibility in home locations for a portion of the workforce. Data to support this has not been released yet and it will be important to keep an eye on the housing stock classified as seasonal use.

Table 3 - Regional Sales Statistics (2016-2021)

	2016 Median Sales Price	2021 Median Sales Price	% Change
Plainfield	\$194,782	\$402,500	106.6%
Charlemont	\$183,500	\$246,000	34.1%
Rowe	\$139,000	\$180,000	29.5%
Buckland	\$205,000	\$259,500	26.6%
Hawley	\$215,000	\$257,500	19.8%
Monroe	na		
Shelburne	na		

Source: The Warren Group, 2022
na - data unavailable

Implications – There is nominal housing unit growth projected throughout the region, not exceeding 2.5% for any one location. The projected growth rate for owner-occupied housing units is 2% or less across the region, except for in Hawley (2.5%). The lack of projected growth in owner housing could limit opportunities for first-time homeowners, suggesting that available units may

primarily reflect turnover as opposed to new construction, as supported by the town's assessor and building permit data which shows limited recent residential construction activity. The continued increase in housing prices raises concerns over affordability. The declining renter housing market may also limit options for newly formed households preferring to rent rather than own.

ECONOMIC CONDITIONS

This section presents a discussion of economic indicators including trends in the labor force, employment, and unemployment rates over the latest 13-month period.² Also, as offered by EMSI, a leading private sector provider of employment data, changes in projected employment (2020 – 2030) by industry sector, is presented for Charlemont and Franklin County, with a distinction between wage employment and self-employment.

LABOR FORCE AND UNEMPLOYMENT

As the impacts of the COVID-19 pandemic have continued to ebb and flow, recovery over the past year has not been universal to all areas and to all industry sectors. Labor force participation has exhibited stagnation or some decline in many areas, which, in part, may be contributory to recent declines in the unemployment rate. If individuals are no longer actively seeking work, they are no longer considered unemployed and therefore are not included in the labor force. The following trends were exhibited for the December 2020 to December 2021 time period:

- **Charlemont** – the town's labor force declined by 3.7%, from 673 people in December of 2020 to 648 in December of 2021 (a decline of 25 people). The monthly average number of people in the labor force was 651. During this period, Charlemont's labor force declined from an 18.9% representation of the Buckland LMA to an 18.3% representation. Actual employment in Charlemont over the same 13-month period increased from 600 people in December of 2020 to 616 in December of 2021.
- **Buckland LMA** – the labor market area's labor force declined by 0.7%, from 3,568 people in December of 2020 to 3,542 persons in December of 2021, (26 person decline). The average monthly labor force was 3,553 people. Despite this decline in the labor force, its representation of the Franklin County labor force changed from 8.8% to 8.9%. Actual employment in the Buckland LMA over the same 13-month period increased from 3,337 to 3,426 people (89 person increase) during this same period.
- **Franklin County** – the labor force declined by 0.9%, from 40,370 people in December of 2020 to 40,000 people in December of 2021 (370 person decline) and averaged 40,069

² Data from the Massachusetts Division of Unemployment Assistance for December 2020 through December 2021.

monthly. Actual employment in Franklin County over the same 13-month period increased from 37,625 to 38,780 people (1,115 person increase).

While the previously noted changes in the labor force and employment may be modest in absolute terms, they nonetheless are contributory to a decline in the unemployment rate (Figure 4). Since December 2020, the unemployment rates for all geography levels (with Massachusetts included as a general reference) have declined to below 4% (the typical threshold for full employment), with the exception of Charlemont. The town's unemployment rate was 4.9% as of December 2021, well below the 10.8% rate observed in December 2020. A similar pattern is noticed across all geographies but Charlemont exhibited the

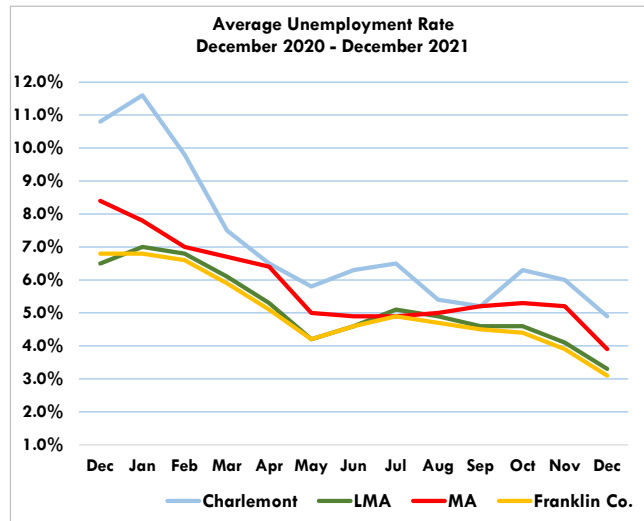


Figure 4 – Comparative Unemployment Rates

greatest decline in unemployment, which is not surprising given the town's high concentration of employment within the Arts, Entertainment and Recreation industry, an industry that typically saw higher levels of unemployment during the early stages of the pandemic.

Implications – Diminishing unemployment rates as a result of stable to declining labor force coupled with improvements in actual employment levels may suggest that existing employers within Charlemont and the surrounding communities face a limited pool for new employment.

EMPLOYMENT BY INDUSTRY SECTOR

Table 3 presents a comparison of selected employment metrics for Charlemont, by 2-digit NAICS sector, distinguishing between wage employment and self-employment, noting the following:

- Many industry sectors are not present in Charlemont and the estimates are either suppressed or fewer than 10 in several others. Nonetheless, total employment in Charlemont is projected to increase by 3.1% over the 2020 to 2030 period. This includes a projected growth of 7.9% in wage employment as offset by a 4.7% decline in self-employment. By 2030, the wage employment base is projected to account for nearly 65% of total employment, up slightly from 62% in 2020.
- The average annual pay for wage employment was reported as \$38,956 in 2020. The average pay exceeded \$65,000 annually for both the Educational Services and Government sectors.

- The average pay for self-employed individuals was reported as \$33,914 annually, approximately 89% that of the wage employment group.
- The largest employment sector in Charlemont (total employment) is the Arts, Entertainment and Recreation sector (NAICS 71). This industry accounts for 35% of the total 2020 employment and is projected to represent 44% in 2030.

Table 4 – Selected Employment Metrics for Charlemont, MA

NAICS Sector (2-digit)	NAICS Description	Wage Employment - Charlemont, MA				Self Employment - Charlemont, MA			
		2020 Jobs	2030 Jobs	% Δ	2020 Avg \$	2020 Jobs	2030 Jobs	% Δ	2020 Avg \$
11	Agriculture, Forestry, Fishing and Hunting	0	0	na	\$0	0	0	na	\$0
21	Mining, Quarrying, Oil and Gas	0	0	na	\$0	0	0	na	\$0
22	Utilities	0	0	na	\$0	0	0	na	\$0
23	Construction	<10	<10	na	na	22	20	-7.4%	\$49,266
31	Manufacturing	0	0	na	\$0	0	0	na	\$0
42	Wholesale Trade	0	0	na	\$0	0	0	na	\$0
44	Retail Trade	25	24	-4.7%	\$31,646	<10	<10	na	na
48	Transportation and Warehousing	<10	<10	na	na	20	23	14.7%	\$33,933
51	Information	0	0	na	\$0	0	0	na	\$0
52	Finance and Insurance	<10	<10	na	na	0	0	na	\$0
53	Real Estate	0	0	na	\$0	0	0	na	\$0
54	Professional Services	0	0	na	\$0	42	49	16.0%	\$33,957
55	Management of Companies / Enterprises	0	0	na	\$0	0	0	na	\$0
56	Administrative and Support	0	0	na	\$0	0	0	na	\$0
61	Educational Services	37	34	-6.3%	\$67,536	<10	0	na	na
62	Health Care and Social Assistance	0	0	na	\$0	0	0	na	\$0
71	Arts, Entertainment, and Recreation	126	172	35.9%	\$23,939	21	19	-12.8%	\$21,373
72	Accommodation and Food Services	25	<10	na	\$24,032	<10	<10	na	na
81	Other Services (ex. Public Administration)	12	<10	na	\$28,171	44	32	-28.6%	\$31,527
90	Government	20	20	0.0%	\$69,838	0	0	na	na
99	Other Unclassified	0	0	na	\$0	0	0	na	na
TOTAL		261	282	7.9%	\$38,056	161	154	-4.7%	\$33,914

Source : EMSI and RKG (2022)

above the average

above the average

na - data unavailable or suppressed

Table 4 presents selected employment metrics for Franklin County, noting the following:

- Wage employment is projected to increase by 0.1% with many industry sectors projected to realize a decline in employment. Self-employment is projected to increase by 11.9%, by nearly 1,500 jobs. As a result, nearly all of the projected growth in Franklin County is among the self-employed. By 2030, the self-employed will account for 36% of total county employment (similar to Charlemont).
- The average annual pay for wage employment in Franklin County was reported as \$58,606 in 2020, 1.5 times that of Charlemont. Numerous industry sectors surpassed this average. Average annual pay for the Utilities and Management sectors exceeded \$100,000.
- The average annual pay for self-employed individuals in Franklin County was \$29,639 in 2020, roughly 87% that of the self-employed in Charlemont.

- Slightly more than one-half of the wage employment is concentrated in the Government, Health Care and Manufacturing sectors in Franklin County in 2020 and 2030 (projected).

Table 5 – Selected Employment Metrics for Franklin County

NAICS Sector (2-digit)	NAICS Description	Wage Employment - Franklin County				Self Employment - Franklin County			
		2020 Jobs	2030 Jobs	% Δ	2020 Avg \$	2020 Jobs	2030 Jobs	% Δ	2020 Avg \$
11	Agriculture, Forestry, Fishing and Hunting	833	1,199	44.0%	\$42,439	803	813	1.3%	\$20,575
21	Mining, Quarrying, Oil and Gas	14	18	28.1%	\$70,492	0	0	na	na
22	Utilities	44	44	0.8%	\$167,794	14	17	24.6%	\$27,088
23	Construction	1,100	1,182	7.5%	\$77,506	1,279	1,335	4.4%	\$50,083
31	Manufacturing	3,479	3,463	-0.5%	\$69,040	384	499	30.2%	\$32,917
42	Wholesale Trade	460	466	1.2%	\$68,065	161	185	14.7%	\$36,973
44	Retail Trade	2,660	2,349	-11.7%	\$42,028	1,067	1,203	12.7%	\$20,056
48	Transportation and Warehousing	735	564	-23.2%	\$62,230	838	1,238	47.6%	\$21,727
51	Information	226	209	-7.4%	\$72,912	219	239	8.8%	\$19,605
52	Finance and Insurance	404	313	-22.5%	\$83,000	531	639	20.4%	\$35,750
53	Real Estate	114	94	-17.9%	\$45,911	819	931	13.6%	\$45,785
54	Professional Services	565	668	18.3%	\$72,461	1,520	1,599	5.2%	\$36,566
55	Management of Companies / Enterprises	616	645	4.6%	\$129,373	17	22	29.1%	\$52,945
56	Administrative and Support	595	528	-11.3%	\$53,438	697	739	6.0%	\$25,436
61	Educational Services	1,540	1,528	-0.8%	\$64,540	552	551	-0.2%	\$12,790
62	Health Care and Social Assistance	4,366	5,221	19.6%	\$49,361	873	879	0.7%	\$35,776
71	Arts, Entertainment, and Recreation	441	467	5.7%	\$28,642	1,243	1,393	12.0%	\$11,216
72	Accommodation and Food Services	1,455	984	-32.4%	\$23,755	461	541	17.3%	\$33,042
81	Other Services (ex. Public Administration)	848	707	-16.6%	\$29,918	1,151	1,304	13.3%	\$28,436
90	Government	5,040	4,901	-2.8%	\$68,122	0	0	na	na
99	Other Unclassified	0	0	na	\$0	0	0	na	na
TOTAL		25,534	25,548	0.1%	\$58,606	12,630	14,127	11.9%	\$29,639

Source : EMSI and RKG (2022)

above the average

above the average

na - data unavailable or suppressed

Implications – Projected wage employment growth in Charlemont is mostly a reflection of growth in the Arts, Entertainment and Recreation sector. Average wages are less than \$25,000 in this sector. Projected wage employment growth is generally negligible across the board in Franklin County with the exceptions of the Agriculture, Mining and Health Care sectors, where growth is expected to be strong. On the other hand, self-employment growth in Franklin County is projected to be nearly 12% and spread across a diversity of industry sectors. Much of this self-employment could be home-based. In either event, opportunities may be present (or should be explored) for these entrepreneurs to locate (or relocate) their business operations to Charlemont should such facilities become available.

LAND USE AND ZONING CONTEXT

This section presents a discussion of current zoning and land use patterns within Charlemont. Zoning laws regulate how communities plan for real estate development and are intended to protect the interests of the community as it pertains to land use.

ZONING

According to the Town of Charlemont Zoning Bylaws approved in 2020, there are 6 districts outlined below and pictured in Figure 5:

1. Village Center (VC)
2. Rural Residential District (RR)
3. Rural Residential/Marijuana Retail District (RR/MRD)
4. Floodplain Overlay District (as shown on the official National Flood Insurance Program (NFIP) Flood Insurance Rate Map (FIRM) dated July 2, 1980.
5. Solar Overlay District
6. Rural Residential/Route 2 District (RR/R2D)

The Village Center and Rural Residential/Route 2 districts surround the Mohawk Trail and are specifically outlined to maintain the character of this scenic route as well as the historic village in the center of town. Greater densities are allowed within the bylaws in the Village Center District, as this is the area with the highest concentration of existing retail and restaurant

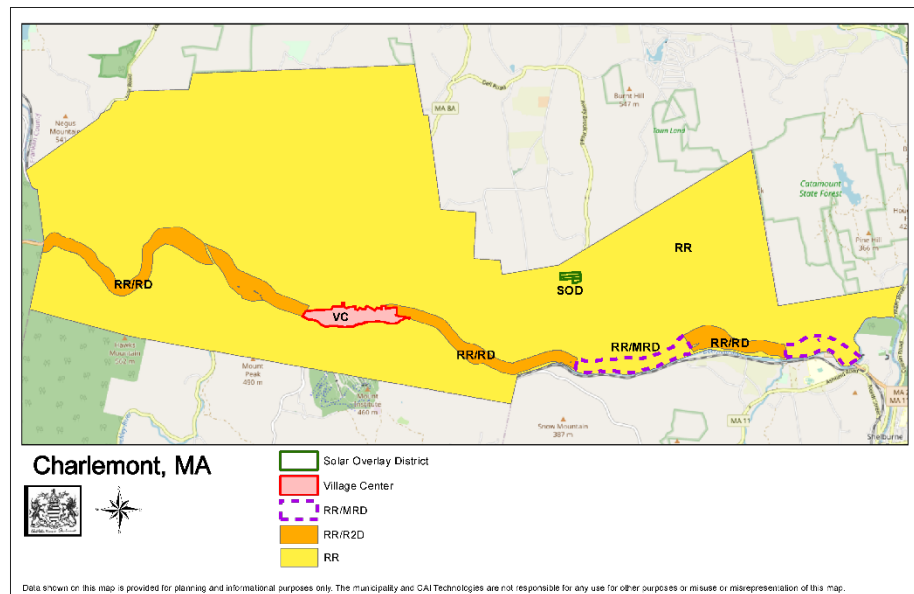


Figure 5 - Zoning Map

businesses. The Rural Residential District encompasses the largest area and is outlined to maintain the town's existing pattern of rural residential development, while preserving the town's natural assets (fields, forests, hillsides, and scenic views). Various marijuana-related uses have been added to the town's zoning bylaws as this industry continues to expand throughout the state. These uses are either not allowed or subject to a Special Permit throughout the various districts, with a specific district created with the intention of accommodating these commercial establishments along two sections of

the Mohawk Trail that are already commercially developed (the Rural Residential/Marijuana Retail District).

Single-family and two-family residences are allowed by right in all zones while larger residential structures require a Special Permit, according to the current version of the town’s bylaws. Commercial and industrial businesses/facilities are either not allowed by right or subject to a Special Permit depending on the specific use and district. Specific agricultural, forestry, and recreational uses are allowed throughout the various districts with stricter requirements in the Village Center District.

LAND USE

While the zoning map presented above is intended to guide development activity, the land use map displayed in Figure 6 below provides a visual representation of actual real estate uses throughout the town.³

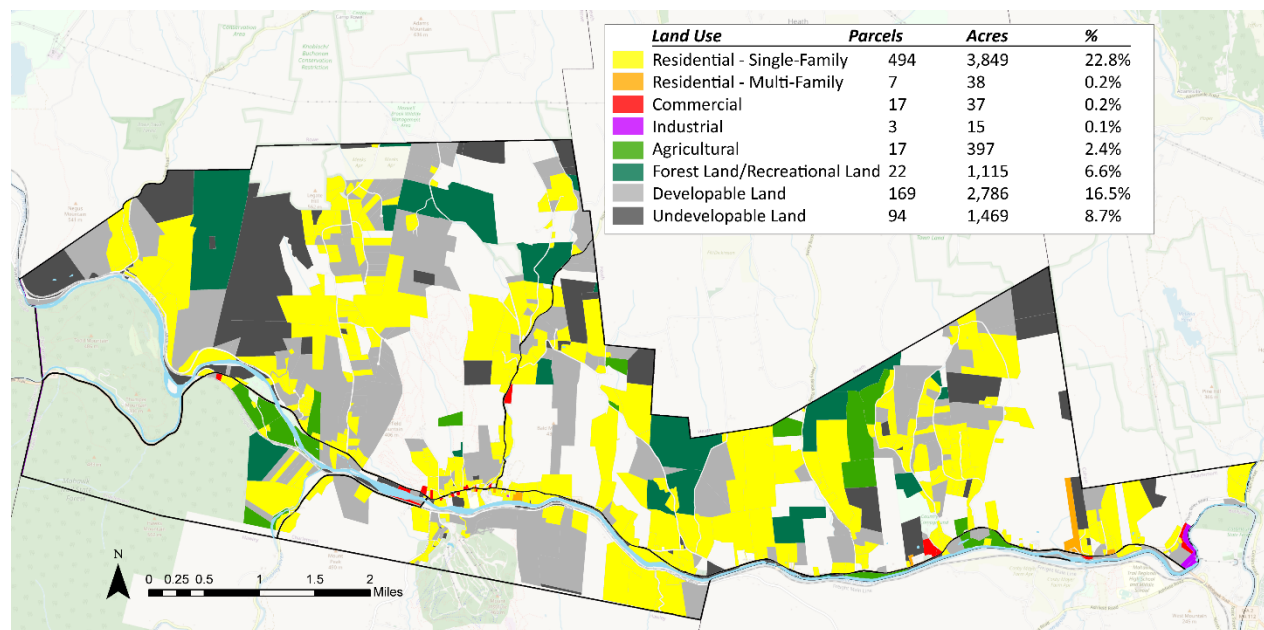


Figure 6 - Land Use Map

Residential buildings occupy the most land throughout Charlemont, accounting for 23% of all land in town. Single-family residential uses cover 494 parcels and 3,849 acres, while multi-family uses cover 7 parcels and 38 acres. The multi-family parcels are all adjacent to Route 2/the Mohawk Trail. Commercial and industrial uses do not occupy much space in town. They combine to cover 20 parcels over 75 acres (0.4% of the town’s land). Agricultural uses currently account for 2.4% of the town’s land, with 17 parcels covering just under 400 acres. There is still a large amount of developable vacant land across Charlemont, as reported by parcels with a land use code of 130,131,

³ Data from digital parcel and assessor records created and/or standardized by MassGIS (the Commonwealth’s Office of Geographic Information)

or 390. The vast majority of these vacant parcels (166 of the 169 parcels and 2,760 of the 2,786 acres) have a land use code of 130, signifying the parcel is vacant land within a residential zone.

Implications – The town’s zoning bylaws are quite friendly when it comes to attracting residential development. With over 2,700 acres of vacant land within residential zones across the town, there is an avenue for expanding Charlemont’s resident base if builder attention can be garnered.

RETAIL MARKET ANALYSIS

As RKG understands, there is currently no specific retail development, or location, proposed for new retail development in Charlemont, MA. As such, the focus of this retail market analysis is to offer more generalized information regarding consumer (household) spending demand, retail sales and estimates of sales leakage across a broad sector of retail stores and/or merchandise lines. All retail markets experience some degree of sales leakage, or the difference between local spending demand and realized sales. Some retail sectors, depending on location, price points, competition and other factors may be net importers of sales activity – meaning that sales exceed local demand. Others may be net exporters – meaning that local demand exceeds local sales. RKG opted to measure the demand and sales for a 1- to 5-mile radius about 157 Main Street in Charlemont, MA (Figure 7).

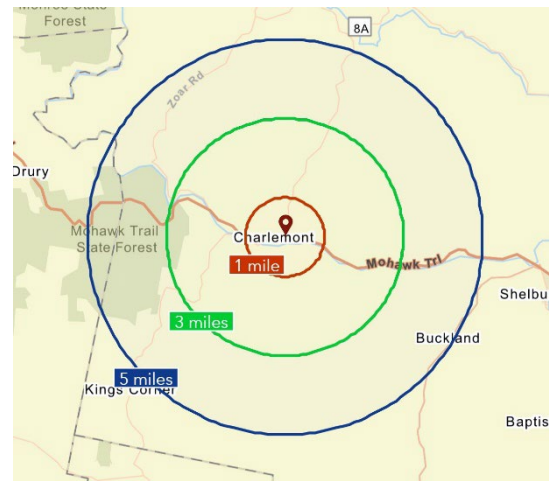


Figure 7 – Retail Radii – Charlemont, MA

To the extent that any particular retail sector is an importer of sales, this could suggest a destination draw for that sector and the potential for additional development to build on that destination draw. For example, a cluster of apparel and accessory shops could attract customers from outside of the immediate region and an increase in these stores could further foster that regional draw. Conversely, to the extent that any one retail sector is an exporter of sales suggests additional opportunities for new stores to re-capture some portion of that sales leakage, or at a minimum for existing retailers to fine-tune their product lines, merchandising or other operational policies to re-capture some share of that sales leakage and increase their overall market penetration.

Table 5 presents estimates of per household spending demand and estimates of sales leakage (either imported or exported) at the selected mileage radii, noting the following:

- **1-Mile Radius** – there are approximately 152 households within this radius with an average spending demand of \$20,051 per household – or \$3.04 million in total. All retail sectors are net exporters of sales (\$2.90 million).
- **1- to 3-Mile Radius** – there are an additional 359 households within this radius with an average spending demand of \$22,022 per household – or \$7.91 million in total. All retail sectors are net exporters of sales (\$7.73 million).
- **3- to 5-Mile Radius** – there are another 586 households within this radius with an average spending demand of \$26,553 per household – or \$15.56 million in total. All retail sectors are net exporters of sales (\$13.75 million).

Table 6 – Selected Retail Metrics at Selected Radii – Charlemont, MA

Retail Demand and Sales Analysis - Selected Radii for Charlemont, MA	NAICS Code	1 - Mile Radius		1 - to 3 - Mile Radius		3 - to 5 - Mile Radius	
		Demand/HH	(Export) /Import	Demand/HH	(Export) /Import	Demand/HH	(Export) /Import
		\$20,051	(\$2,900,265)	\$22,022	(\$7,729,766)	\$26,553	(\$13,750,126)
Furniture & Home Furnishings Stores	442	\$718	(\$109,114)	\$788	(\$283,044)	\$951	(\$557,174)
Electronics & Appliance Stores	443	\$1,083	(\$164,579)	\$1,189	(\$426,919)	\$1,434	(\$840,120)
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,850	(\$281,231)	\$2,032	(\$729,513)	\$2,450	(\$1,243,408)
Food & Beverage Stores	445	\$5,092	(\$773,939)	\$5,592	(\$2,007,601)	\$6,742	(\$3,214,030)
Health & Personal Care Stores	446,4461	\$1,779	(\$270,464)	\$1,954	(\$701,585)	\$2,356	(\$1,380,565)
Clothing & Clothing Accessories Stores	448	\$1,707	(\$259,458)	\$1,875	(\$673,038)	\$2,261	(\$1,324,925)
Sporting Goods, Hobby, Book & Music Stores	451	\$943	(\$143,344)	\$1,036	(\$371,834)	\$1,249	(\$731,960)
General Merchandise Stores	452	\$3,114	(\$473,257)	\$3,420	(\$1,227,631)	\$4,123	(\$2,416,298)
Miscellaneous Store Retailers	453	\$1,074	(\$163,291)	\$1,180	(\$423,578)	\$1,422	(\$278,681)
Food Services & Drinking Places	722	\$2,691	(\$261,588)	\$2,956	(\$885,023)	\$3,565	(\$1,762,965)

Source: ESRI, Dun & Bradstreet and RKG (2022)

Table 6 offers a more granular analysis of the total 5-mile radius, with 1,097 households and an aggregate demand of \$26.51 million (or \$24,169 per household). Sales were reported for a handful of retail sectors, totaling \$2.14 million, indicating that overall, there remains \$24.38 million in net sales leakage. While it is possible that actual retail sales could be somewhat higher, as they may not be reported in some instances due to data suppression, there would nonetheless remain a substantial dollar volume of sales leakage.

As noted, within the 5-mile radius there are approximately 1,097 households and the population is estimated at nearly 2,500 people – both typically below the desired locational metrics (densities) to attract regional or national chain development. With a large stretch of the Mohawk Trail running directly through the town, opportunities may exist for local entrepreneurial retailing, particularly among those sectors, such as dining and drinking, that would also serve the seasonal tourism and recreational population influxes (similar to Wells Provisions).

An on the ground tour of the town revealed existing retail options to be limited. There are several fast-casual restaurants and liquor stores as well as a variety of boutique independent retail options (including a general store, a hardware store, a sporting goods store, and an antique store). The Mohawk trail is an asset, boosting the town’s retail potential by providing a steady volume

of people passing through the area seasonally. The town's recreational destinations that already attract visitors (Berkshire East, the Warfield House, Zoar Outdoor, and Crab Apple Whitewater, among others) further boost the retail potential in town. The initial success of Wells Provisions proves that independent entrepreneurial retail options can succeed as not only a place for those passing through the area to stop along their journey but as a regional draw for residents from surrounding towns.

Figure 8 presents RKG's estimates of potential supportable development (in terms of SF) for additional retail. Three scenarios are considered whereby 35%, 50% and 65% of the estimated total 5-mile radius sales leakage is re-captured through new stores and shops, noting:

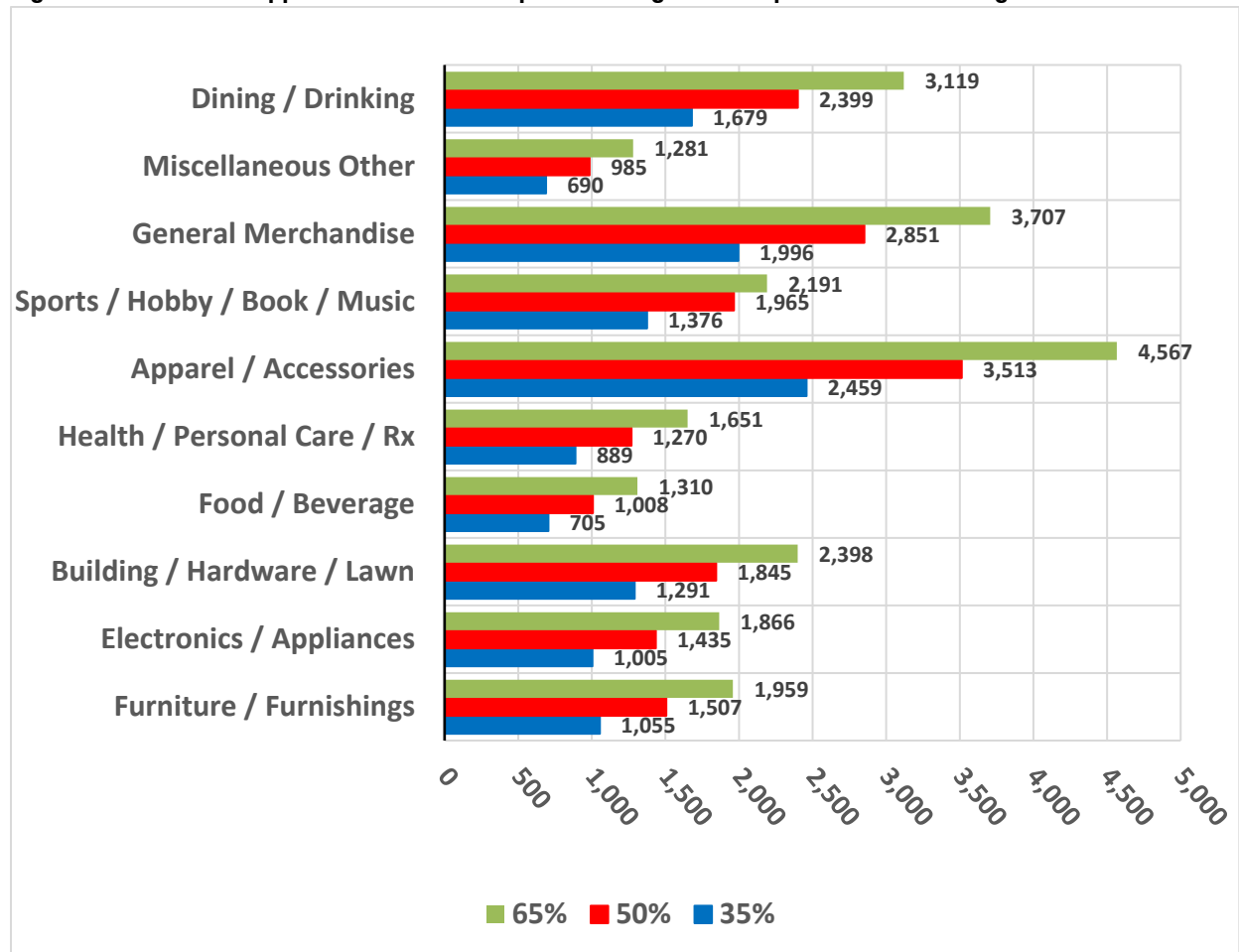
- **35% Re-Capture** – the total estimated supportable SF equates to 13,145 SF across multiple retail store types and/or merchandise lines, including nearly 1,680 SF for dining and drinking as well as 1,380 SF for sporting goods – both of which could serve the resident and seasonal consumers.
- **50% Re-Capture** – the total estimated supportable SF equates to 18,778 SF across multiple retail store types and/or merchandise lines, including nearly 2,400 SF for dining and drinking as well as 1,965 SF for sporting goods – both of which could serve the resident and seasonal consumers.
- **65% Re-Capture** – the total estimated supportable SF equates to 24,048 SF across multiple retail store types and/or merchandise lines, including nearly 3,120 SF for dining and drinking as well as 2,190 SF for sporting goods – both of which could serve the resident and seasonal consumers.

Table 7 – Spending Demand, Sales and Sales Leakage (detailed) Total 5-Mile Radius – Charlemont, MA

Retail Demand and Sales Analysis - Selected Radii for Charlemont, MA	NAICS Code	TOTAL 5-Mile Radius			
		Demand/HH	Total Demand	Total Sales	(Export) /Import
		\$24,169	\$26,513,895	\$2,133,736	(\$24,380,156)
Furniture & Home Furnishings Stores	442	\$865	\$949,333	\$0	(\$949,332)
Furniture Stores	4421	\$451	\$494,578	\$0	(\$494,578)
Home Furnishings Stores	4422	\$415	\$454,754	\$0	(\$454,754)
Electronics & Appliance Stores	443	\$1,305	\$1,431,618	\$0	(\$1,431,618)
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,230	\$2,446,397	\$192,246	(\$2,254,151)
Bldg Material & Supplies Dealers	4441	\$2,047	\$2,245,170	\$0	(\$2,245,170)
Lawn & Garden Equip & Supply Stores	4442	\$183	\$201,227	\$0	(\$201,227)
Food & Beverage Stores	445	\$6,137	\$6,732,490	\$736,920	(\$5,995,570)
Grocery Stores	4451	\$5,280	\$5,791,706	\$0	(\$5,791,706)
Specialty Food Stores	4452	\$228	\$250,455	\$0	(\$250,455)
Beer, Wine & Liquor Stores	4453	\$629	\$690,329	\$0	(\$690,329)
Health & Personal Care Stores	446,4461	\$2,145	\$2,352,614	\$0	(\$2,352,614)
Clothing & Clothing Accessories Stores	448	\$2,058	\$2,257,423	\$0	(\$2,257,421)
Clothing Stores	4481	\$1,464	\$1,606,205	\$0	(\$1,606,205)
Shoe Stores	4482	\$248	\$271,683	\$0	(\$271,683)
Jewelry, Luggage & Leather Goods Stores	4483	\$346	\$379,533	\$0	(\$379,533)
Sporting Goods, Hobby, Book & Music Stores	451	\$1,137	\$1,247,139	\$0	(\$1,247,138)
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,000	\$1,097,278	\$0	(\$1,097,278)
Book, Periodical & Music Stores	4512	\$137	\$149,860	\$0	(\$149,860)
General Merchandise Stores	452	\$3,753	\$4,117,185	\$0	(\$4,117,186)
Department Stores Excluding Leased Depts.	4521	\$2,624	\$2,878,485	\$0	(\$2,878,485)
Other General Merchandise Stores	4529	\$1,129	\$1,238,701	\$0	(\$1,238,701)
Miscellaneous Store Retailers	453	\$1,295	\$1,420,407	\$554,857	(\$865,550)
Florists	4531	\$89	\$98,025	\$0	(\$98,025)
Office Supplies, Stationery & Gift Stores	4532	\$397	\$435,127	\$23,661	(\$411,466)
Used Merchandise Stores	4533	\$86	\$93,959	\$0	(\$93,959)
Other Miscellaneous Store Retailers	4539	\$723	\$793,297	\$531,196	(\$262,101)
Food Services & Drinking Places	722	\$3,245	\$3,559,289	\$649,713	(\$2,909,576)
Restaurants	7221	\$2,977	\$3,265,460	\$435,199	(\$2,830,261)
Special Food Services	7223	\$113	\$123,770	\$0	(\$123,770)
Drinking Places - Alcoholic Beverages	7224	\$155	\$170,060	\$0	(\$170,060)

Source: ESRI, Dun & Bradstreet and RKG (2022)

Figure 8 – Estimated Supportable SF of Development through a Re-Capture of Sales Leakage



Implications – There is substantial sales leakage within the selected 5-mile radius in Charlemont, across all retail sectors. While the market is not typically strong enough to warrant regional or national chain store development (unless unique and destination driven) there are opportunities for local and home-based entrepreneurial stores. These are particularly relevant for local and close to home shopping and convenience items, including both dining and drinking, as well as sports and recreation related, both serving the local population base and the seasonal tourism and recreational consumer.

KEY FINDINGS

Charlemont has a generally stable and aging population coupled with an overall stagnant or declining labor force. This presents challenges for expanding and/or diversifying the town’s employment opportunities and housing stock. While demographic trends will likely need to shift to attract additional residential development, there are options to serve the town’s current needs with an eye towards the future. Smaller housing options as part of a downtown revitalization

project could appeal to the town's older residents looking for maintenance free housing options. This type of housing stock could also attract younger generations into the future, particularly if located within walking distance to amenities like restaurants, grocery, or convenience retail. As currently outlined, the town's zoning bylaws should allow for future residential growth with few hindrances. There is currently a large amount of developable land available in town should opportunities to build more housing arise.

Charlemont's economy is heavily focused on the Arts, Entertainment and Recreation sector, which has average wages of less than \$25,000. The town could look to diversify their economy through expansion of other regionally strong industries. Growth is expected to be strong in the Agriculture and Health Care sectors across Franklin County. Charlemont's large quantity of available land and aging population could translate to a larger capture of expected employment growth in both of these industries. Expansion could also be feasible in the Retail sector, as there is substantial sales leakage within a 5-mile radius of Charlemont, across all retail sectors. The market is not typically strong enough to warrant regional or national chain store development (unless unique and destination driven) but there are opportunities for local and home-based entrepreneurial stores.