

Middletown’s Income Distribution
Opportunities for Town Centers Development

Retail consultants are interested in a statistic called aggregate income density. Rather than look for areas of high median income, developers may be more interested in looking for areas that have a critical mass of income within a confined area. Areas that have relatively high aggregate income density tend to be a good predictor of economic vitality, and indicate areas with a built-in market for new developments.

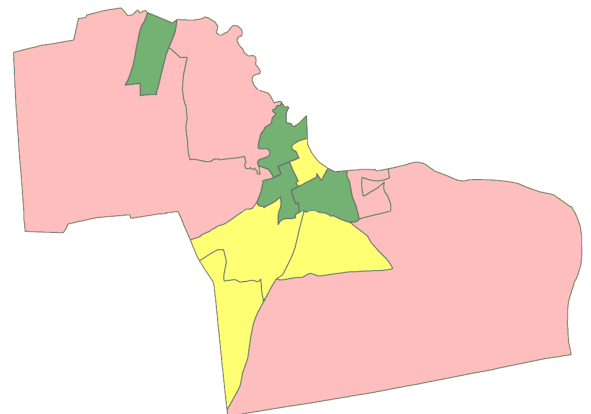
Analyzing this tool on a citywide basis and from a regional basis provide some areas of opportunity and further investigation.

Aggregate Income Distribution at the City Level

Nearly 40% of the City of Middletown lives within the five most densely populated census tracts. These five census tracts comprise 33% of the City’s aggregate household income. However, based on density of income, these five census tracts effectively capture 72% of the City’s income density.

The Downtown is the weakest census tract, but it would improve with the addition of new households. Bring the number up to 750, or approximate 100 new housing units, would bring the downtown in line with its surrounding neighborhoods.

These two areas, Westlake and the Downtown have the economic critical mass to become more than what they are now. Westlake has the opportunity to become more than a residential neighborhood. The downtown has deeper commercial and more diverse residential market.



Household Density Table

Area	Sq. Miles	Households	Household Density	Rank
5413 West Lake	0.64	3735	5047	1
5416 Downtown	0.33	648	2592	2
5417 South End	0.78	1519	2139	3
5411 North End	0.64	1135	1861	4
5415 Wesleyan Campus	0.47	720	1532	5
5420 South Farms North	1.56	1907	1142	6
5421 Long Lane	1.92	1538	801	7
5412 Newfield Street	3.53	2265	653	8
5422 Wesleyan Hills	1.47	722	475	9
5414 Westfield	11.82	3433	302	10
5419 Maromas & South Farms South	18.53	2438	140	11
5418 Connecticut Valley Hospital	0.43	0	0	12

Median Household Income Table

Area	Median Household Income	Rank
5422 Wesleyan Hills	\$103,295	1
5419 Maromas & South Farms South	\$73,773	2
5413 West Lake	\$67,388	3
5412 Newfield Street	\$65,605	4
5420 South Farms North	\$62,472	5
5414 Westfield	\$58,051	6
5421 Long Lane	\$47,158	7
5411 North End	\$46,406	8
5415 Wesleyan Campus	\$41,691	9
5417 South End	\$35,949	10
5416 Downtown	\$25,556	11
5418 Connecticut Valley Hospital	\$0	12

Aggregate Income Density Table

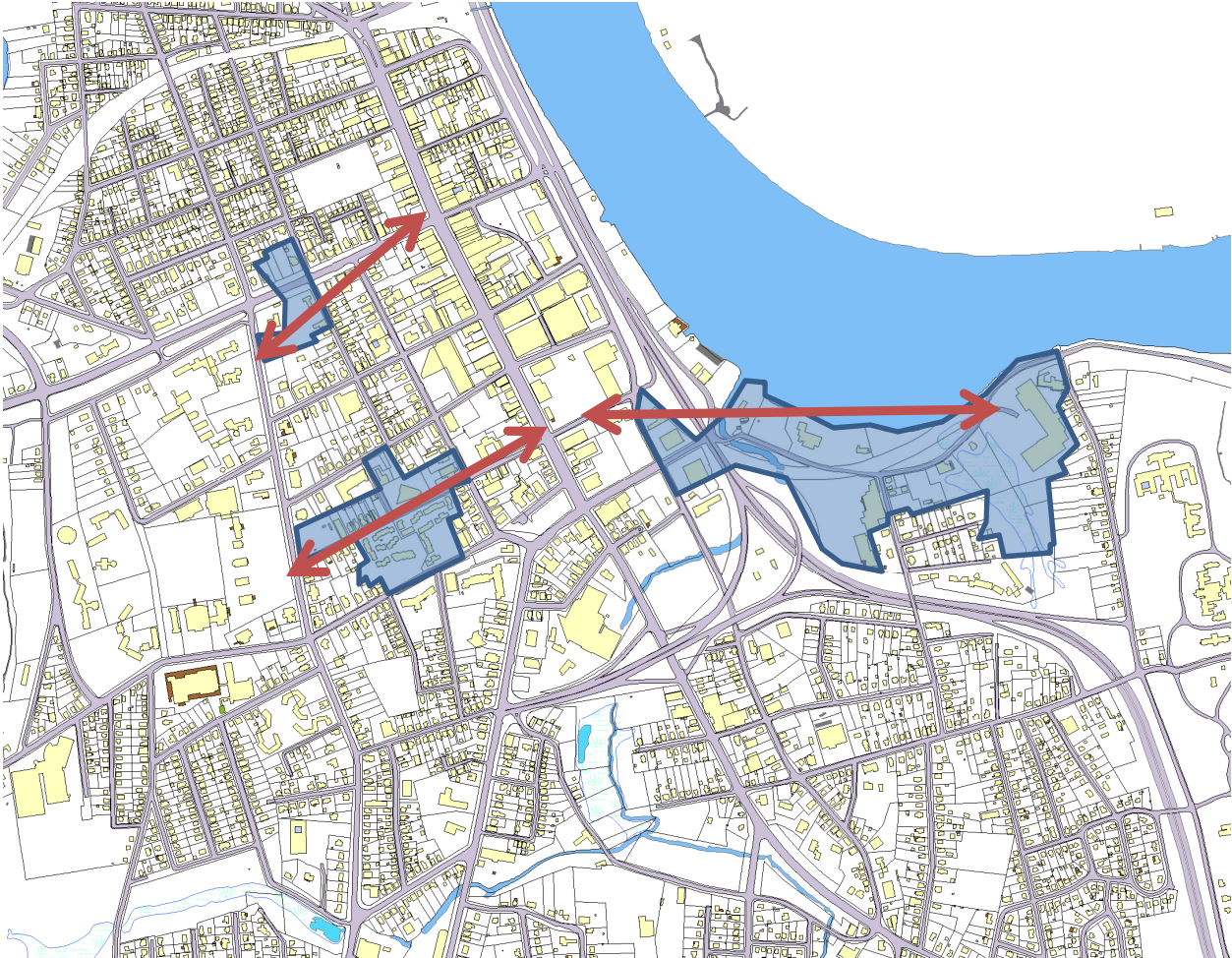
Area	Agg. Household Income	Agg. Income Density	Rank
5413 West Lake	\$275,663,700	\$331,164,881	1
5411 North End	\$61,736,500	\$95,837,198	2
5417 South End	\$68,565,600	\$88,283,405	3
5415 Wesleyan Campus	\$39,756,000	\$83,992,001	4
5420 South Farms North	\$135,480,900	\$86,998,073	5
5416 Downtown	\$23,522,900	\$70,930,666	6
5421 Long Lane	\$94,347,600	\$49,098,471	7
5422 Wesleyan Hills	\$74,073,500	\$50,458,481	8
5412 Newfield Street	\$158,598,100	\$44,992,187	9
5414 Westfield	\$277,908,400	\$23,514,724	10
5419 Maromas & South Farms South	\$209,656,500	\$11,313,703	11
5418 Connecticut Valley Hospital	\$0	\$0	12

Area	Households	Agg. Household Income	Agg. Income Density
5413 West Lake	3,735	\$275,663,700	\$331,164,881
Citywide	20,060	\$1,419,309,700	\$936,583,790
%	19%	19%	35%

Area	Households	Agg. Household Income	Agg. Income Density
5411 North End	1,135	\$61,736,500	\$95,837,198
5417 South End	1,519	\$68,565,600	\$88,283,405
5415 Wesleyan Campus	720	\$39,756,000	\$83,992,001
5416 Downtown	648	\$23,522,900	\$70,930,666
Total	4,022	\$193,581,000	\$339,043,270
Citywide	20,060	\$1,419,309,700	\$936,583,790
%	20%	14%	36%

Downtown Conclusions

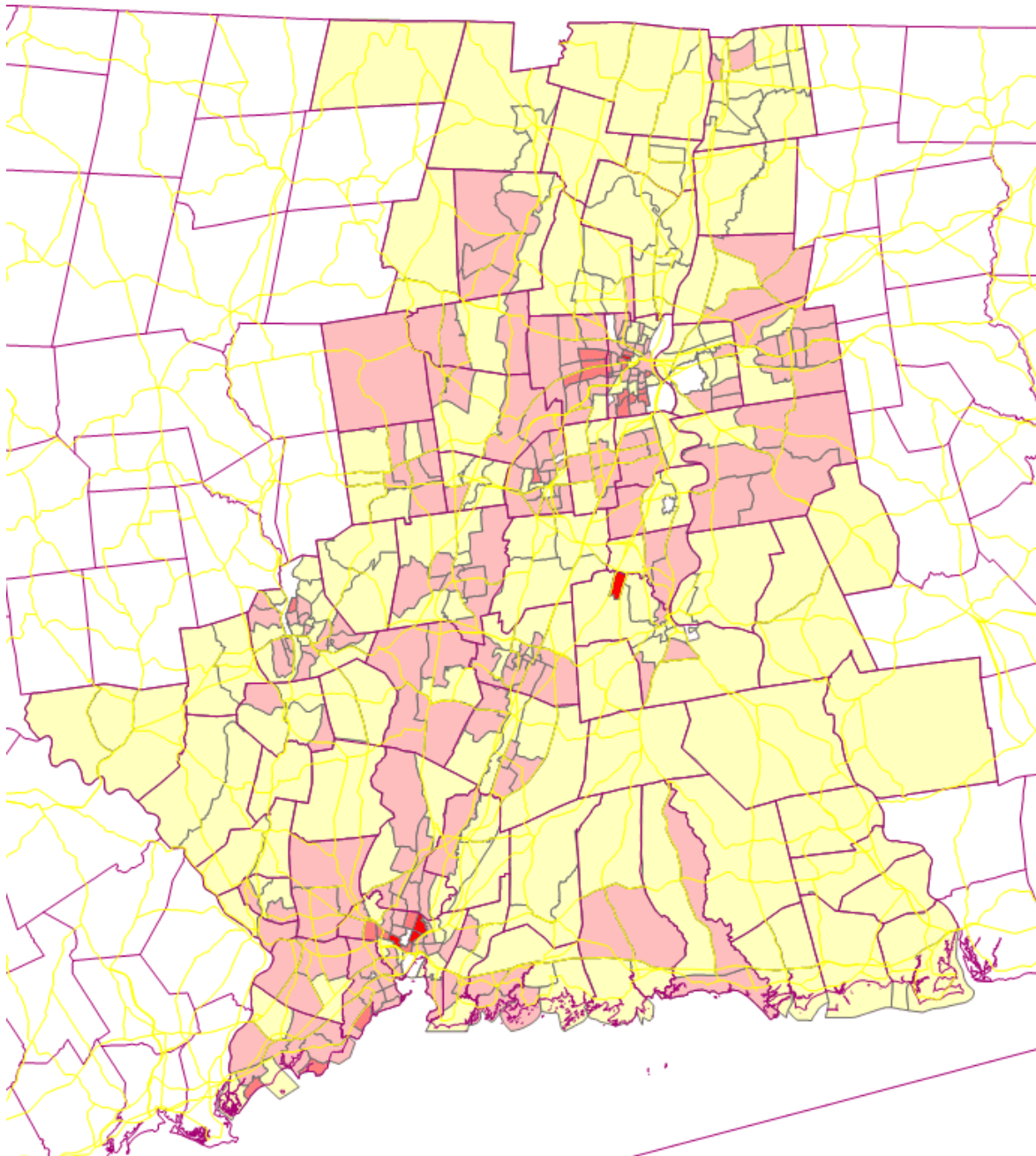
1. The City should adopt a goal to create 100 new housing units in the downtown, 5416 census tract. This would lift the aggregate income density in line with the surrounding neighborhoods and set the stage for increased commercial activity.
2. Zoning for the William Street (Broad & High) and Washington Street (Pearl & High) should be examined to create mixed use connections from Downtown to Wesleyan’s Campus.
3. The Waterfront should be rezoned to support uses that add to income density that can all commercial investments in the downtown to benefit and survive.
4. Expand the public improvements done on Main Street: sidewalks, crosswalks, street trees and other public amenities. Focus on Grand Street, Liberty Street, Pearl Street, College and Court Street and Church Street, west of Main Street. Court Street should be improved from Dekoven to High Street.



Aggregate Income Distribution at the Regional Level

In reviewing how Middletown census tracts compare to the income density of other census tracts in Middlesex, Hartford and New Have Counties, Westlake stood out as being a uniquely interesting opportunity for the City of Middletown. The Westlake census tract has been a successful in attracting higher than the state median income. The high concentration of households is a better critical mass than West Hartford Center.

The map below shows the census tracts in red that have an income density higher than more than 95% of all census tracts in the Middlesex, Hartford and New Have Counties region. Those in green are greater than 67% of all census tracts in the Middlesex, Hartford and New Have Counties region.



Looking at the top 5% highest income density census tracts, there is a difference between having a large number of households and a critical mass of wealth. Using median income in conjunction with income density we can separate the census tracts that have true economic potential. Westlake ranks number one out of this group.

Aggregate Income Density Table- Two Standard Deviations Above Median

Area	Median Income (Rank)	Agg Income Density (Rank)	Average Rank
5413 Middletown- Westlake	\$67,388 (5)	\$331,164,881 (6)	1
1419 New Haven- East Rock	\$60,391 (7)	\$428,293,665 (3)	2
4965 West Hartford Center - West	\$114,868 (2)	\$259,210,042 (15)	3
1510 Milford- Shoreline	\$82,546 (3)	\$266,339,029 (14)	4
4970 West Hartford- Center East	\$124,531 (1)	\$240,876,098 (19)	5
4971 West Hartford Center- East	\$57,554 (8)	\$288,496,727 (9)	6
1504 Milford- Devon Beach	\$67,828 (4)	\$241,902,654 (18)	7
1420 New Haven- Downtown/East Rock	\$41,153 (14)	\$437,165,732 (1)	8
1410 New Haven- Westville	\$66,641 (6)	\$222,119,565 (23)	9
4160 New Britain- Washington Park	\$40,037 (16)	\$348,560,338 (5)	10
1409 New Haven- Edgewood	\$41,268 (13)	\$285,145,172 (11)	11
1418 New Haven- Prospect Hill	\$55,807 (10)	\$223,250,688 (22)	12
5044 Hartford- West End	\$38,279 (17)	\$325,995,475 (7)	13
4969 West Hartford Center - West	\$52,300 (11)	\$230,752,520 (21)	14
5048 Hartford- Southwest	\$55,306 (10)	\$218,498,399 (24)	15
1407 New Haven- Downtown/Edgewood	\$27,072 (22)	\$435,203,911 (2)	16
5033 Hartford- Asylum Hill	\$29,338 (21)	\$397,341,382 (4)	17
5024 Hartford- South End	\$34,690 (18)	\$285,746,585 (10)	18
1551 West Haven- Savin Rock	\$44,844 (12)	\$211,284,951 (25)	19
1401 New Haven- Downtown	\$40,762 (15)	\$235,141,684 (20)	20
5026 Hartford- Barry Square	\$29,617 (20)	\$279,585,715 (13)	21
5001 Hartford- South End	\$23,164 (23)	\$311,101,827 (8)	22
5045 Hartford- Behind the Rocks	\$34,479 (19)	\$243,418,607 (17)	23
5031 Hartford- Asylum Hill	\$21,636 (24)	\$280,320,844 (12)	24
5005 Hartford- Sheldon Charter Oak	\$14,857 (25)	\$248,750,513 (16)	25

Median Aggregate Income Density Equals \$64,430,296 per square mile
 CT Median Income \$64,032
 Middlesex Median Income \$69,566
 Hartford Median Income \$60,041
 New Haven Median Income \$57,056

Westlake Conclusions

Cromwell’s retail and commercial corridor along 372 benefits the most from this income density. Middletown should re-examine this area and there are a number of policy questions that should be explored.

1. The biggest threat to this area is the continued deteriorating of the Westlake park system.
2. The IM zone should be re-examined to determine if this landlock property has development potential that can act as a village center.
3. The zoning around the intersection of Miner Street and East Street should be examined to determine the potential as a village center.
4. How can this area of the City be better connected to the downtown (pedestrian, bicycle or vehicular infrastructure)

