Louisville, KY

263.5 mi² | Pop: 615,366 | 30th Most Populous U.S. City | Est. 1778

Blocks of older, smaller, mixed-age buildings play a critical role in fostering robust local economies, inclusive neighborhoods, and sustainable cities. The Preservation Green Lab report, *Older, Smaller, Better,* leveraged the ideas of **Jane Jacobs** to show why preservation and building reuse matter for successful communities. The *Atlas of ReUrbanism* expands this research to 50 U.S. cities, demonstrating that **Character Counts.**

In **Louisville**, compared to areas with large, new structures, character-rich **blocks of older, smaller, mixed-age buildings** contain...

41% more women and minority-owned businesses

Nearly 50% more jobs in small businesses

More than twice as many units of affordable rental housing

The building blocks for an inclusive, diverse, economically vibrant city, Louisville's older, smaller buildings are irreplaceable assets. For more information about Louisville's high-character areas, **please see reverse.**

■ **The Atlas of ReUrbanism** | *A Tool for Discovery*

Developed by the **Preservation Green Lab,** the Atlas of ReUrbanism is part of the National Trust for Historic Preservation's **ReUrbanism** initiative. Explore the buildings and blocks of Louisville and other American cities further by visiting:
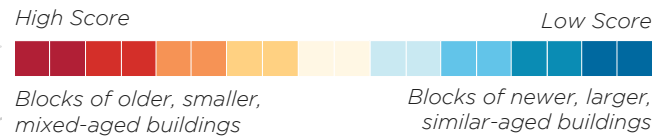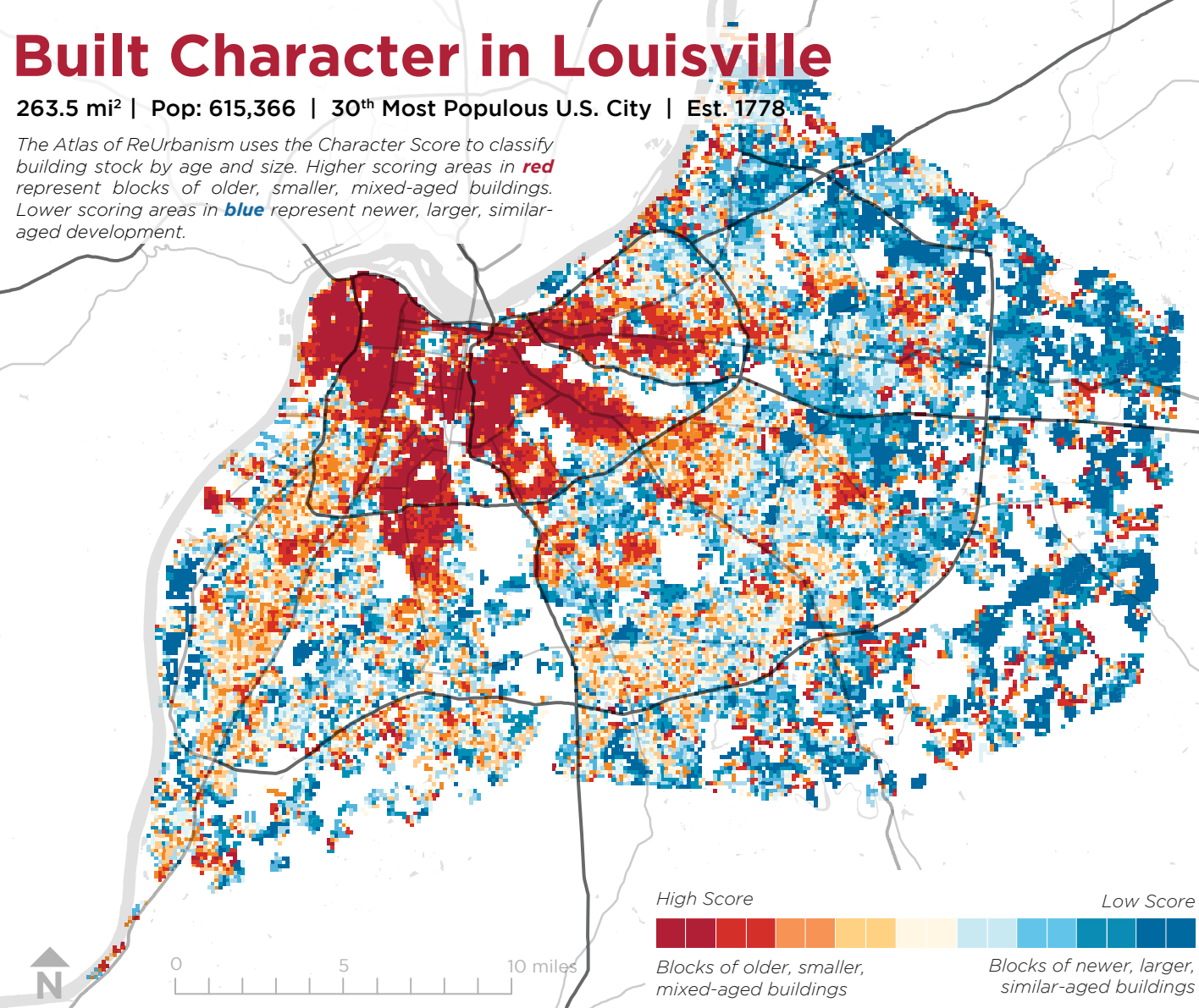
www.atlasofreurbanism.com

Built Character in Louisville

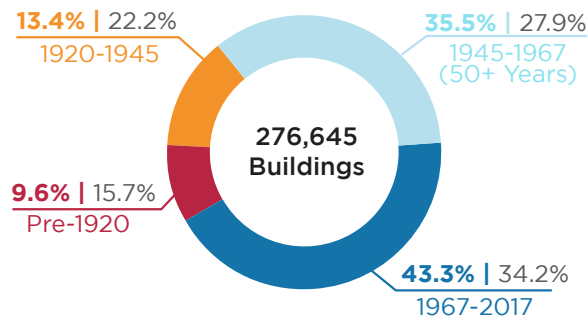**263.5 mi² | Pop: 615,366 | 30ᵗʰ Most Populous U.S. City | Est. 1778**

*The Atlas of ReUrbanism uses the Character Score to classify building stock by age and size. Higher scoring areas in **red** represent blocks of older, smaller, mixed-aged buildings. Lower scoring areas in **blue** represent newer, larger, similar-aged development.*

High Score — Blocks of older, smaller, mixed-aged buildings

Low Score — Blocks of newer, larger, similar-aged buildings

0 — 5 — 10 miles

N

High v. Low Character Score

Use the table below to compare high- and low-character score areas in terms of their density and diversity, inclusiveness, and economic vitality.

High Character Score Areas (red) **Low Character Score Areas** (blue)

Density & Diversity

	High	Low
Avg. Population/Grid Square†	30.5	16.6
Median Age (Years)†	39.9	41.6
Avg. Between Age 18-34†	22.0%	18.8%
Avg. Foreign Born††	5.9%	7.4%
Avg. New to County††	3.9%	4.0%
Avg. People of Color†	27.0%	19.7%
Avg. Housing Units/Grid Square†	14.3	7.2
Avg. Vacant Homes†	7.9%	5.6%
Avg. Owned Homes†	69.4%	75.1%

Inclusiveness

	High	Low
Total Women and Minority-Owned Businesses†††	1,513	1,071
Avg. Affordable Rental Housing Units†	94.2%	90.1%

Economic Vitality

	High	Low
Total Jobs in Small Businesses††††	26,539	17,929
Total Jobs in New Businesses††††	3,976	3,464
Total Jobs in Creative Industries††††	20,719	14,412

†Data from the 2010 Census
††Data from the 2010-2014 5-Year Estimates of the American Community Survey
†††Data from Dun & Bradstreet, 2016.
††††Data from LEHD LODES, 2014

Building and Preservation Facts

Parcels/Buildings	Louisville	50-City Average
Total	276,645	204,038
Per Square Mile	1,050	1,436
Median Year Built	1962	1952
On Nat'l Register of Historic Places	4.9%	6.8%
Locally Designated	1.8%	4.3%
Historic Tax Credit Projects	85	27.5

Year Built By Period, **Louisville** | 50-City Average

13.4% | 22.2% 1920-1945

35.5% | 27.9% 1945-1967 (50+ Years)

9.6% | 15.7% Pre-1920

43.3% | 34.2% 1967-2017

276,645 Buildings