Cleveland, OH

77.7 mi² | Pop: 388,072 | 48th Most Populous U.S. City | Est. 1836

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

70% greater population density

30% more jobs in small businesses and 32% more jobs in new businesses

67% more women and minority-owned businesses

The building blocks for an inclusive, diverse, economically vibrant city, Cleveland's older, smaller buildings are irreplaceable assets. For more information about Cleveland'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 Cleveland and other American cities further by visiting:

www.atlasofreurbanism.com

National Trust for Historic Preservation
Preservation Green Lab

Built Character in Cleveland

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*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.*

N

0 1 2 3 4 5 Miles

High Score   *Low Score*

Blocks of older, smaller, mixed-aged buildings   *Blocks of newer, larger, similar-aged buildings*
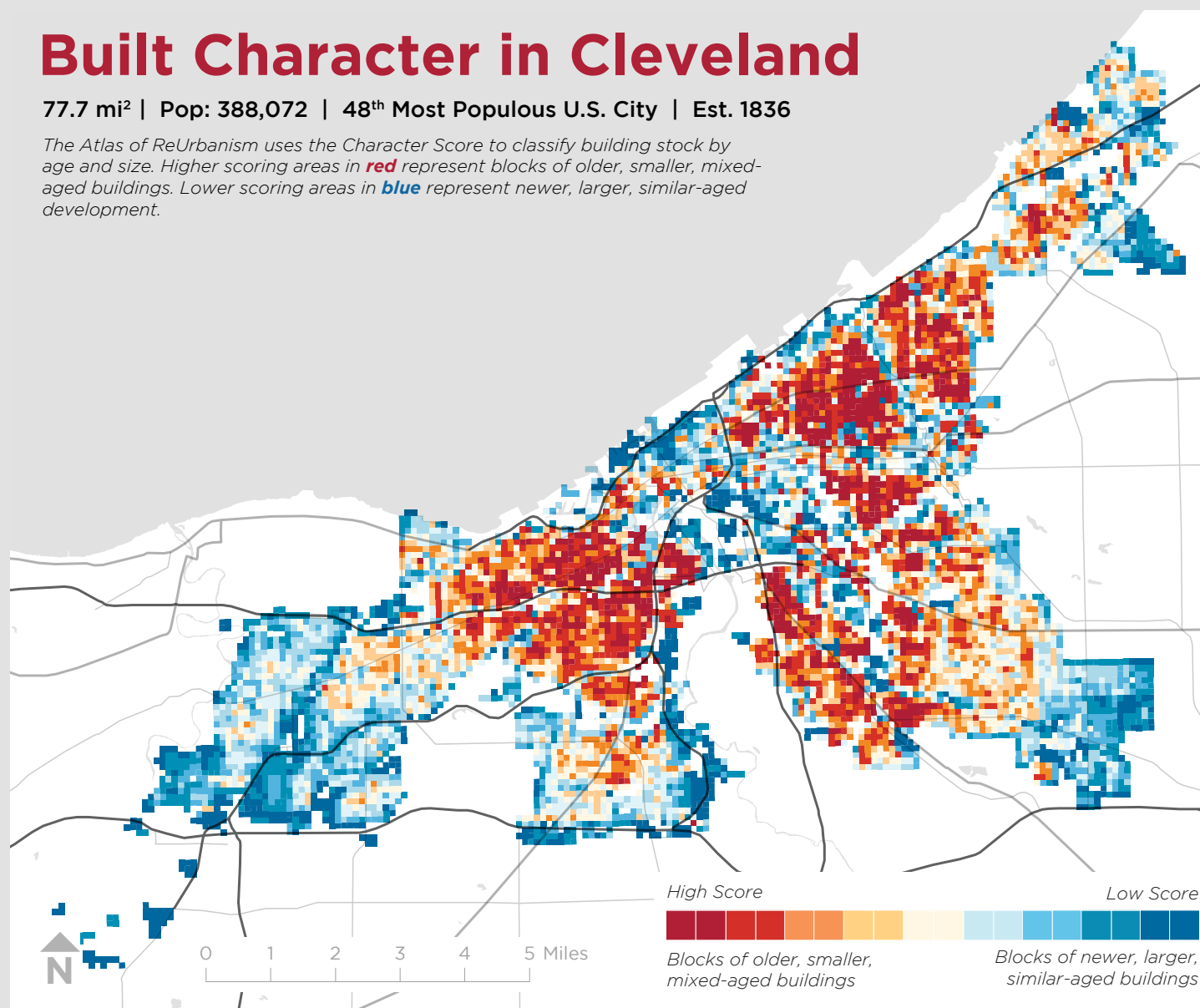
High v. Low Character Score

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   ■ Low Character Score Areas

🏠 Density & Diversity

	■	■
Avg. Population/Grid Square†	67.6	39.8
Median Age (Years)†	35.7	39.7
Avg. Between Age 18-34†	24.2%	22.6%
Avg. Foreign Born††	4.3%	5.4%
Avg. New to County††	3.2%	3.4%
Avg. People of Color†	72.2%	57.9%
Avg. Housing Units/Grid Square†	36.0	20.3
Avg. Vacant Homes†	23.2%	13.4%
Avg. Owned Homes†	42.8%	57.4%

👥 Inclusiveness

	■	■
Total Women and Minority-Owned Businesses†††	898	538
Avg. Affordable Rental Housing Units†	97.1%	95.2%

💲 Economic Vitality

	■	■
Total Jobs in Small Businesses††††	14,356	11,083
Total Jobs in New Businesses††††	1,958	1,478
Total Jobs in Creative Industries††††	14,111	15,692

†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	Cleveland	50-City Average
Total	160,640	204,038
Per Square Mile	2,067	1,436
Median Year Built	1922	1952
On Nat'l Register of Historic Places	*Data Unavailable*	6.8%
Locally Designated	*Data Unavailable*	4.3%
Historic Tax Credit Projects	168	27.5

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

35.2% | 22.2% 1920-1945

18.0% | 27.9% 1945-1967 (50+ Years)

160,640 Buildings

40.2% | 15.7% Pre-1920

6.6% | 34.2% 1967-2017