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

- 36% greater population density
- 43% more jobs in small businesses
- 46% more women and minority-owned businesses

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

### Built Character in Raleigh

142.9 mi² | Pop: 451,066 | 42nd Most Populous U.S. City | Est. 1792

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

#### Density & Diversity

- **Avg. Population/Grid Square**
  - High Score: 36.7
  - Low Score: 27.0
- **Median Age (Years)**
  - High Score: 38.1
  - Low Score: 36.6
- **Avg. Between Age 18-34**
  - High Score: 26.6%
  - Low Score: 25.2%
- **Avg. Foreign Born**
  - High Score: 11.7%
  - Low Score: 13.5%
- **Avg. New to County**
  - High Score: 6.5%
  - Low Score: 6.2%
- **Avg. People of Color**
  - High Score: 39.1%
  - Low Score: 41.8%
- **Avg. Housing Units/Grid Square**
  - High Score: 16.2
  - Low Score: 11.9
- **Avg. Vacant Homes**
  - High Score: 6.9%
  - Low Score: 6.0%
- **Avg. Owned Homes**
  - High Score: 66.0%
  - Low Score: 64.1%

#### Inclusiveness

- **Total Women and Minority-Owned Businesses**
  - High Score: 1,442
  - Low Score: 986
- **Avg. Affordable Rental Housing Units**
  - High Score: 94.7%
  - Low Score: 94.8%

#### Economic Vitality

- **Total Jobs in Small Businesses**
  - High Score: 17,201
  - Low Score: 16,375
- **Total Jobs in New Businesses**
  - High Score: 3,253
  - Low Score: 3,592
- **Total Jobs in Creative Industries**
  - High Score: 16,279
  - Low Score: 19,563

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**Building and Preservation Facts**

<table>
<thead>
<tr>
<th>Category</th>
<th>Raleigh</th>
<th>50-City Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parcels/Buildings Total</td>
<td>126,253</td>
<td>204,038</td>
</tr>
<tr>
<td>Parcels/Buildings Per Square Mile</td>
<td>870</td>
<td>1,436</td>
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<tr>
<td>Median Year Built</td>
<td>1993</td>
<td>1952</td>
</tr>
<tr>
<td>On Nat’l Register of Historic Places</td>
<td>5.1%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Locally Designated</td>
<td>1.2%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Historic Tax Credit Projects</td>
<td>49</td>
<td>27.5</td>
</tr>
</tbody>
</table>

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

- **1945-1967 (50+ Years)**
  - High Score: 14.1%
  - Low Score: 27.9%
- **1920-1945**
  - High Score: 4.1%
  - Low Score: 22.2%
- **Pre-1920**
  - High Score: 1.1%
  - Low Score: 15.7%
- **1967-2017**
  - High Score: 80.7%
  - Low Score: 34.2%