Austin, TX

297.9 mi² | Pop: 931,830 | 11th Most Populous U.S. City | Est. 1839

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

83% greater population density

72% more jobs in small businesses and 61% more jobs in new businesses

Nearly 80% more women and minority-owned businesses

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

www.atlasofreurbanism.com

National Trust *for* Historic Preservation
Preservation Green Lab

Built Character in Austin

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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.
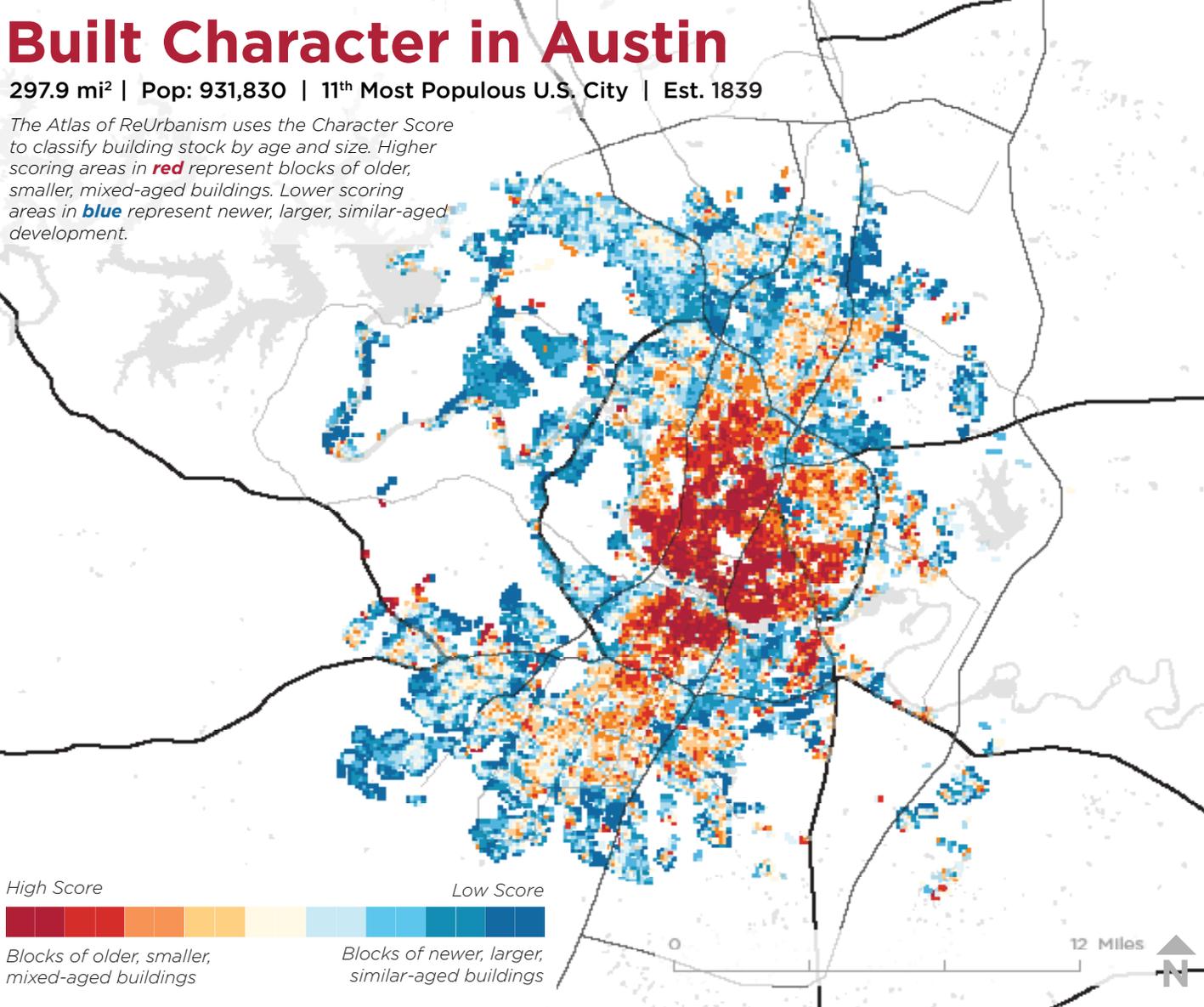
High Score   *Low Score*

Blocks of older, smaller, mixed-aged buildings   *Blocks of newer, larger, similar-aged buildings*

0   12 Miles

N

Building and Preservation Facts

Parcels/Buildings	Austin	50-City Average
Total	200,835	204,038
Per Square Mile	642	1,436
Median Year Built	1980	1952
On Nat'l Register of Historic Places	1.7%	6.8%
Locally Designated	0.7%	4.3%
Historic Tax Credit Projects	7	27.5

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

5.7% | 22.2% — 1920-1945
<1% | 15.7% — Pre-1920
19.6% | 27.9% — 1945-1967 (50+ Years)
73.9% | 34.2% — 1967-2017

200,835 Buildings
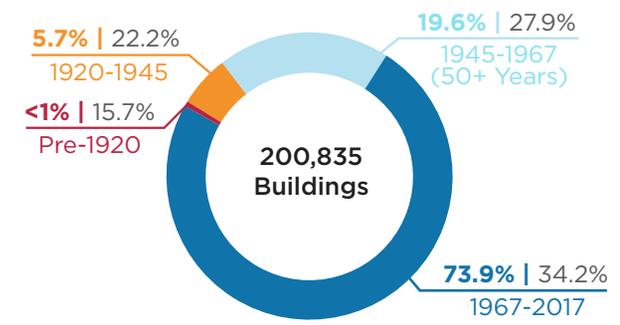
High v. Low Character Score

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

	High	Low
Avg. Population/Grid Square†	55.2	30.1
Median Age (Years)†	36.3	35.9
Avg. Between Age 18-34†	29.6%	28.3%
Avg. Foreign Born††	16.0%	17.8%
Avg. New to County††	7.0%	7.2%
Avg. People of Color†	45.1%	43.6%
Avg. Housing Units/Grid Square†	24.2	14.1
Avg. Vacant Homes†	7.0%	7.1%
Avg. Owned Homes†	60.6%	52.5%

Inclusiveness

	High	Low
Total Women and Minority-Owned Businesses†††	3,108	1,740
Avg. Affordable Rental Housing Units†	90.5%	92.0%

Economic Vitality

	High	Low
Total Jobs in Small Businesses††††	42,336	24,580
Total Jobs in New Businesses††††	9,571	5,961
Total Jobs in Creative Industries††††	37,675	42,292

†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