



Winston-Salem, NC

132.5 mi² | Pop: 241,218 | 88th Most Populous U.S. City | Est. 1913

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



47% more affordable rental housing units



41% more jobs in creative industries



56% more women and minority-owned businesses

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

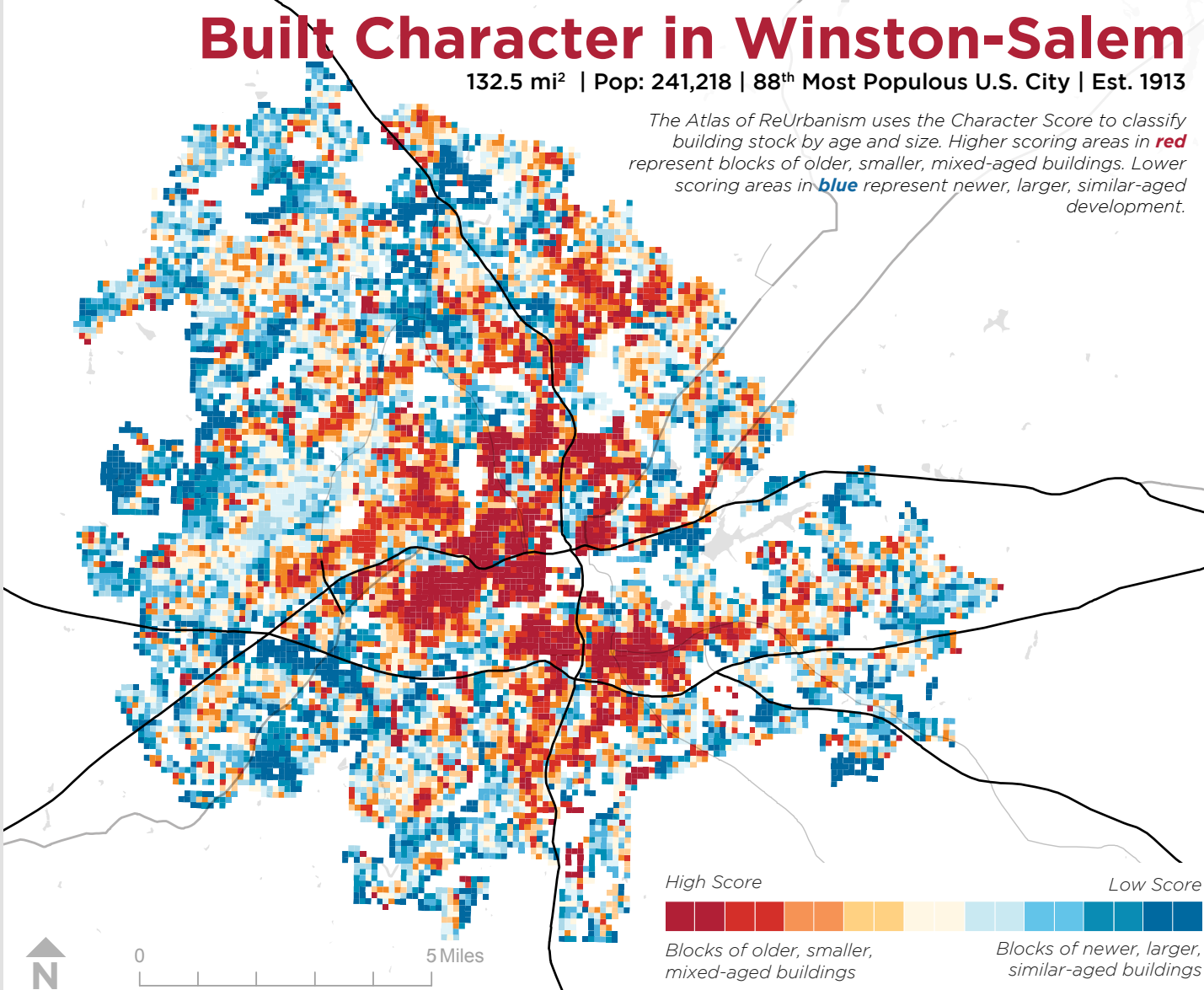


National Trust for Historic Preservation
Preservation Green Lab

Built Character in Winston-Salem

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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 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 [†]	21.7	15.9
Median Age (Years) [†]	38.9	39.8
Avg. Between Age 18-34 [†]	22.0%	20.6%
Avg. Foreign Born ^{††}	10.3%	11.2%
Avg. New to County ^{††}	5.8%	5.8%
Avg. People of Color [†]	50.8%	43.2%
Avg. Housing Units/Grid Square [†]	10.1	7.3
Avg. Vacant Homes [†]	11.2%	8.8%
Avg. Owned Homes [†]	62.3%	66.0%



Inclusiveness

	■	■
Total Women and Minority-Owned Businesses ^{†††}	538	345
Avg. Affordable Rental Housing Units [†]	95.2%	94.3%



Economic Vitality

	■	■
Total Jobs in Small Businesses ^{††††}	7,966	6,187
Total Jobs in New Businesses ^{††††}	1,043	1,023
Total Jobs in Creative Industries ^{††††}	5,674	4,017

[†]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	Winston-Salem	50-City Average
Total	90,383	204,038
Per Square Mile	682	1,436
Median Year Built	1969	1952
On Nat'l Register of Historic Places	6.9%	6.8%
Locally Designated	0.9%	4.3%
Historic Tax Credit Projects	36	27.5

Year Built By Period, Winston-Salem | 50-City Average

