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

- More than twice the number of women and minority-owned businesses
- 88% more jobs in small businesses
- 13% greater population density

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

102.4 mi² | Pop: 270,934 | 73rd Most Populous U.S. City | Est. 1885

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

<table>
<thead>
<tr>
<th></th>
<th>High Character Score Areas</th>
<th>Low Character Score Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Population/Grid Square†</td>
<td>45.1</td>
<td>39.8</td>
</tr>
<tr>
<td>Median Age (Years)†</td>
<td>39.4</td>
<td>35.1</td>
</tr>
<tr>
<td>Avg. Between Age 18-34†</td>
<td>24.6%</td>
<td>30.0%</td>
</tr>
<tr>
<td>Avg. Foreign Born††</td>
<td>11.6%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Avg. New to County††</td>
<td>7.1%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Avg. People of Color†</td>
<td>46.0%</td>
<td>58.7%</td>
</tr>
<tr>
<td>Avg. Housing Units/Grid Square†</td>
<td>21.8</td>
<td>21.1</td>
</tr>
<tr>
<td>Avg. Vacant Homes†</td>
<td>11.0%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Avg. Owned Homes†</td>
<td>59.0%</td>
<td>45.4%</td>
</tr>
</tbody>
</table>

### Inclusiveness

<table>
<thead>
<tr>
<th></th>
<th>High Character Score Areas</th>
<th>Low Character Score Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Women and Minority-Owned Businesses†††</td>
<td>1,120</td>
<td>546</td>
</tr>
<tr>
<td>Avg. Affordable Rental Housing Units†</td>
<td>73.0%</td>
<td>75.9%</td>
</tr>
</tbody>
</table>

### Economic Vitality

<table>
<thead>
<tr>
<th></th>
<th>High Character Score Areas</th>
<th>Low Character Score Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Jobs in Small Businesses††††</td>
<td>17,083</td>
<td>9,073</td>
</tr>
<tr>
<td>Total Jobs in New Businesses††††</td>
<td>4,543</td>
<td>3,279</td>
</tr>
<tr>
<td>Total Jobs in Creative Industries††††</td>
<td>19,195</td>
<td>14,745</td>
</tr>
</tbody>
</table>

†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

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**Building and Preservation Facts**

<table>
<thead>
<tr>
<th>Parcels/Buildings</th>
<th>Orlando</th>
<th>50-City Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>62,825</td>
<td>204,038</td>
</tr>
<tr>
<td>Per Square Mile</td>
<td>597</td>
<td>1,436</td>
</tr>
<tr>
<td>Median Year Built</td>
<td>1973</td>
<td>1952</td>
</tr>
<tr>
<td>On Nat’l Register of Historic Places</td>
<td>4.7%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Locally Designated</td>
<td>3.5%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Historic Tax Credit Projects</td>
<td>2</td>
<td>27.5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Year Built By Period</th>
<th>Orlando</th>
<th>50-City Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1920-1945</td>
<td>8.5%</td>
<td>22.2%</td>
</tr>
<tr>
<td>1945-1967 (50+ Years)</td>
<td>33.2%</td>
<td>27.9%</td>
</tr>
<tr>
<td>Pre-1920</td>
<td>&lt;1%</td>
<td>15.7%</td>
</tr>
<tr>
<td>1967-2017</td>
<td>57.8%</td>
<td>34.2%</td>
</tr>
</tbody>
</table>

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- 102.4 mi²
- Pop: 270,934
- 73rd Most Populous U.S. City
- Est. 1885