



Dallas, TX

340.5 mi² | Pop: 1,300,092 | 9th Most Populous U.S. City | Est. 1856

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



Greater diversity in terms of age of residents, country of origin, and sexual orientation



48% more women and minority-owned businesses



Nearly \$370 million in private investment through the federal historic tax credit

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

www.atlasofreurbanism.com

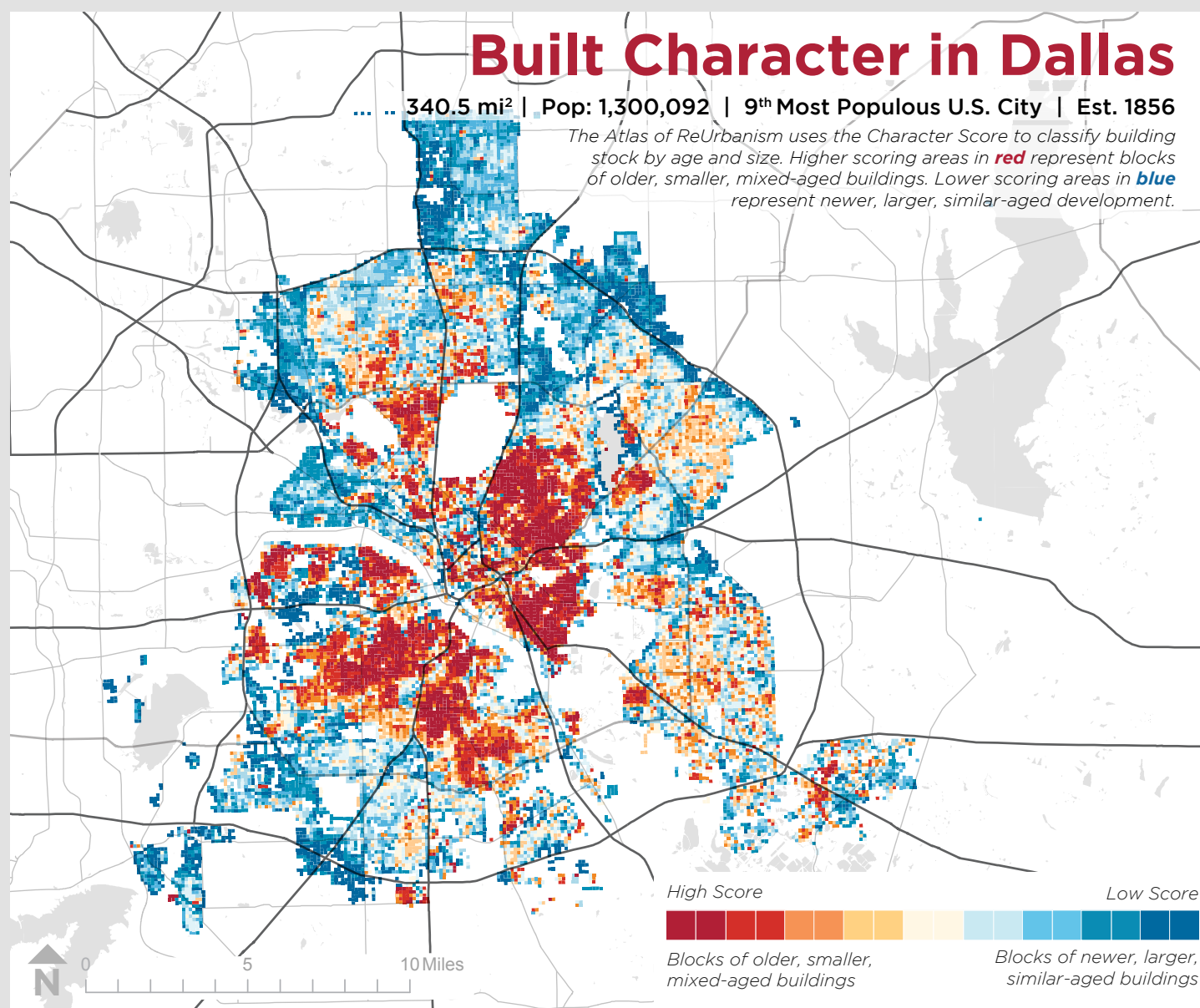


National Trust for Historic Preservation
Preservation Green Lab

Built Character in Dallas

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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 [†]	55.1	44.3
Median Age (Years) [†]	35.6	37.5
Avg. Between Age 18-34 [†]	23.5%	23.3%
Avg. Foreign Born ^{††}	20.7%	19.3%
Avg. New to County ^{††}	3.6%	5.4%
Avg. People of Color [†]	68.6%	60.9%
Avg. Housing Units/Grid Square [†]	21.8	20.3
Avg. Vacant Homes [†]	9.4%	8.9%
Avg. Owned Homes [†]	66.9%	58.1%



Inclusiveness

	■	■
Total Women and Minority-Owned Businesses ^{†††}	3,997	2,698
Avg. Affordable Rental Housing Units [†]	81.0%	80.3%



Economic Vitality

	■	■
Total Jobs in Small Businesses ^{††††}	36,944	50,441
Total Jobs in New Businesses ^{††††}	10,119	15,678
Total Jobs in Creative Industries ^{††††}	48,590	56,495

[†]Data from the 2010 Census

^{††}Data from the 2010-2014 5-Year Estimates of the American Community Survey

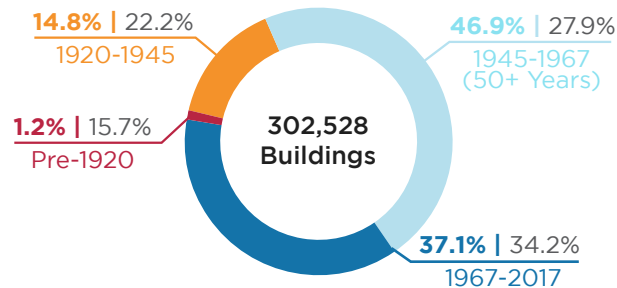
^{†††}Data from Dun & Bradstreet, 2016.

^{††††}Data from LEHD LODES, 2014

Building and Preservation Facts

Parcels/Buildings	Dallas	50-City Average
Total	302,528	204,038
Per Square Mile	887	1,436
Median Year Built	1959	1952
On Nat'l Register of Historic Places	1.9%	6.8%
Locally Designated	1.3%	4.3%
Historic Tax Credit Projects	23	27.5

Year Built By Period, Dallas | 50-City Average



302,528 Buildings