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
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 Dallas

- **Area:** 340.5 mi² | **Population:** 1,300,092 | **9th Most Populous U.S. City | Est. 1856**

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

### Year Built By Period, Dallas | 50-City Average

- **1920-1945** 14.8% | **50-City Average** 22.2%
- **1945-1967 (50+ Years)** 46.9% | **50-City Average** 27.9%
- **Pre-1920** 1.2% | **50-City Average** 15.7%
- **1967-2017** 37.1% | **50-City Average** 34.2%

### Density & Diversity

- **Avg. Population/Grid Square**† 55.1 | **50-City Average** 44.3
- **Median Age (Years)**† 35.6 | **50-City Average** 37.5
- **Avg. Between Age 18-34**† 23.5% | **50-City Average** 23.3%
- **Avg. Foreign Born**†† 20.7% | **50-City Average** 19.3%
- **Avg. New to County**†† 3.6% | **50-City Average** 5.4%
- **Avg. People of Color**† 68.6% | **50-City Average** 60.9%
- **Avg. Affordable Rental Housing Units**† 81.0% | **50-City Average** 80.3%

### Inclusiveness

- **Total Women and Minority-Owned Businesses**††† 3,997 | **50-City Average** 2,698
- **Avg. Affordable Rental Housing Units**† 81.0% | **50-City Average** 80.3%

### Economic Vitality

- **Total Jobs in Small Businesses**†††† 36,944 | **50-City Average** 50,441
- **Total Jobs in New Businesses**†††† 10,119 | **50-City Average** 15,678
- **Total Jobs in Creative Industries**†††† 48,590 | **50-City Average** 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