



Jacksonville, FL

747.0 mi² | Pop: 868,031 | 12th Most Populous U.S. City | Est. 1832

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



77% greater population density



66% more jobs in small businesses



45% more women and minority-owned businesses

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

www.atlasofreurbanism.com

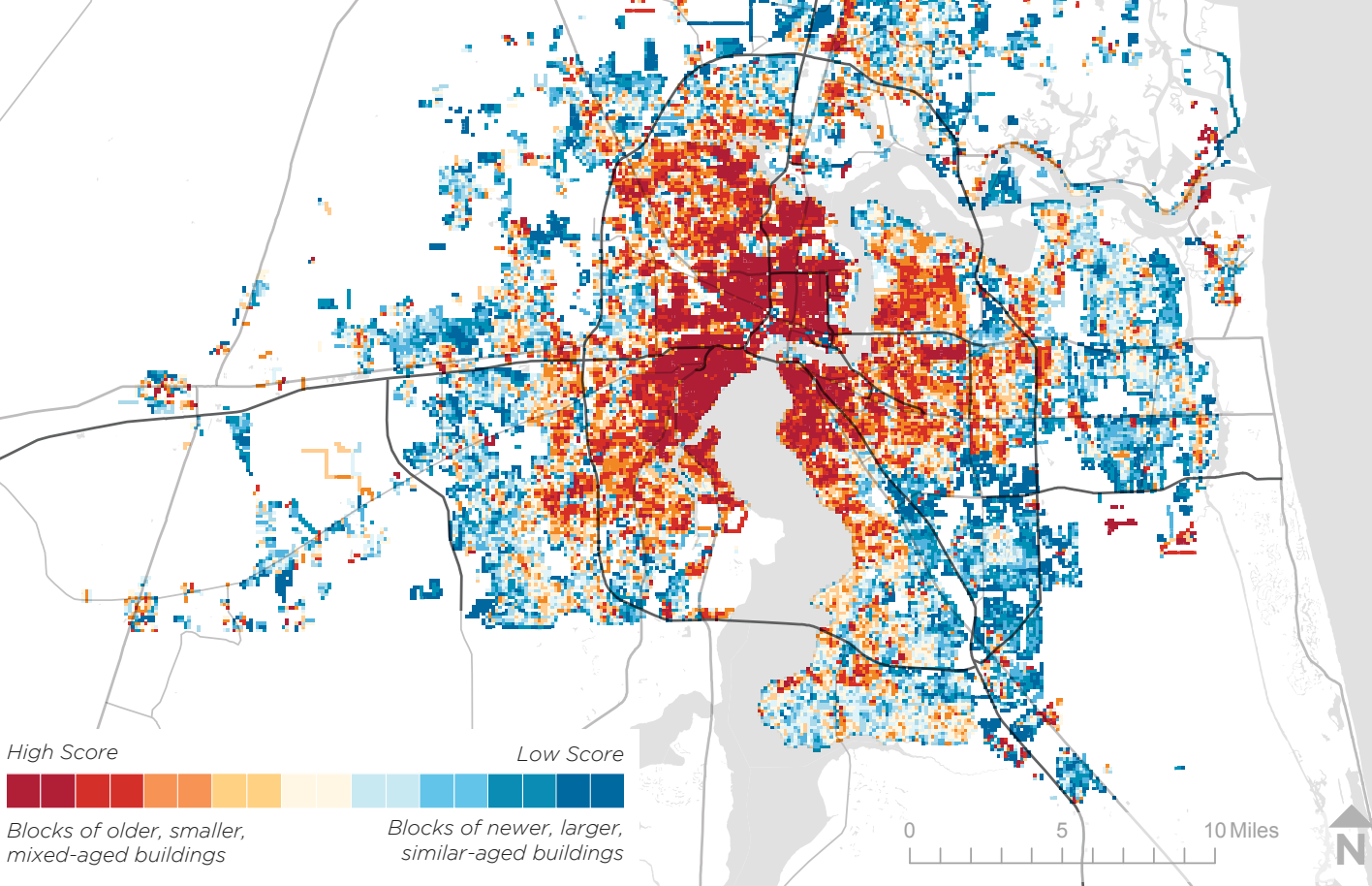


National Trust for Historic Preservation
Preservation Green Lab

Built Character in Jacksonville

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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

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 [†]	30.2	17.1
Median Age (Years) [†]	39.8	38.1
Avg. Between Age 18-34 [†]	21.4%	22.7%
Avg. Foreign Born ^{††}	7.9%	10.2%
Avg. New to County ^{††}	4.7%	5.6%
Avg. People of Color [†]	42.8%	37.0%
Avg. Housing Units/Grid Square [†]	13.8	7.5
Avg. Vacant Homes [†]	11.4%	8.3%
Avg. Owned Homes [†]	69.5%	70.1%

Inclusiveness

	■	■
Total Women and Minority-Owned Businesses ^{†††}	2,466	1,698
Avg. Affordable Rental Housing Units [†]	86.5%	76.7%

Economic Vitality

	■	■
Total Jobs in Small Businesses ^{††††}	29,479	17,785
Total Jobs in New Businesses ^{††††}	6,249	4,889
Total Jobs in Creative Industries ^{††††}	19,544	19,221

[†]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	Jacksonville	50-City Average
Total	317,031	204,038
Per Square Mile	424	1,436
Median Year Built	1981	1952
On Nat'l Register of Historic Places	2.3%	6.8%
Locally Designated	<i>Data Unavailable</i>	4.3%
Historic Tax Credit Projects	40	27.5

Year Built By Period, Jacksonville | 50-City Average

