



# Seattle, WA

83.9 mi<sup>2</sup> | Pop: 684,451 | 18<sup>th</sup> Most Populous U.S. City | Est. 1869

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



**78% greater population density**



**36% more jobs in small businesses and 24% more jobs in new businesses**



**64% more women and minority-owned businesses**

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

[www.atlasofreurbanism.com](http://www.atlasofreurbanism.com)

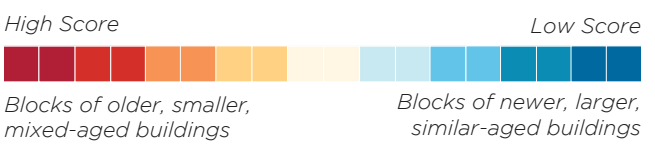
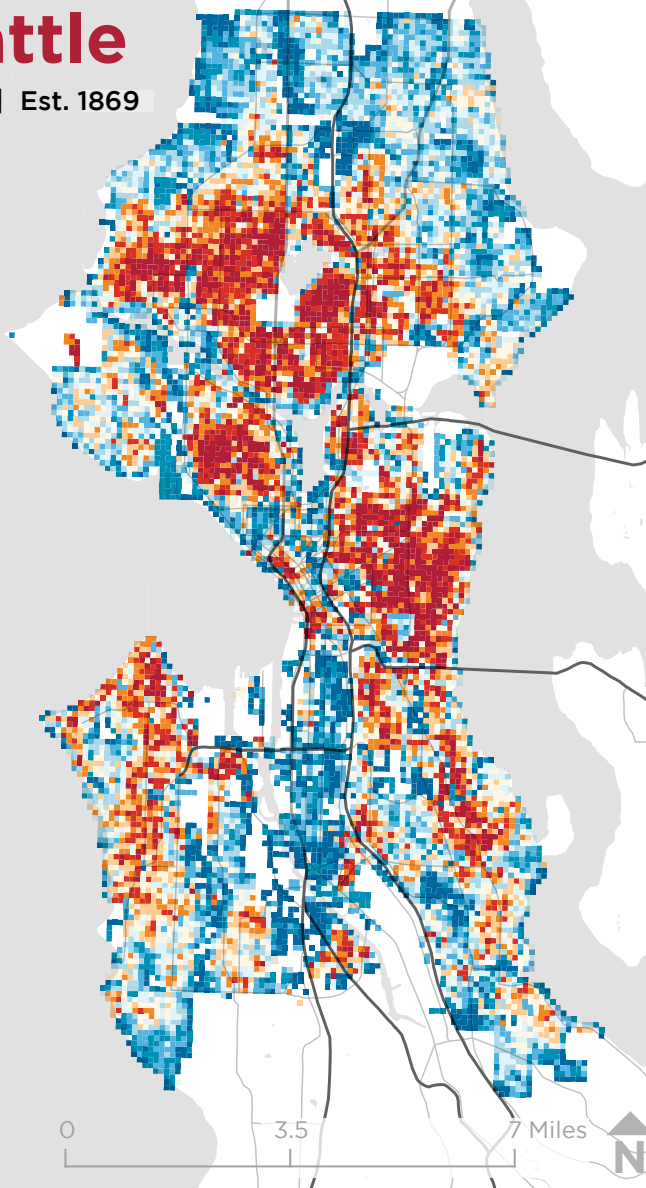


National Trust for Historic Preservation  
**Preservation Green Lab**

# Built Character in Seattle

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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 (Red square) | Low Character Score Areas (Blue square)

### Density & Diversity

	High Character Score Areas	Low Character Score Areas
Avg. Population/Grid Square <sup>†</sup>	71.4	40.2
Median Age (Years) <sup>†</sup>	39.0	41.4
Avg. Between Age 18-34 <sup>†</sup>	27.6%	23.8%
Avg. Foreign Born <sup>††</sup>	15.7%	19.8%
Avg. New to County <sup>††</sup>	6.0%	5.4%
Avg. People of Color <sup>†</sup>	29.0%	34.8%
Avg. Housing Units/Grid Square <sup>†</sup>	36.4	20.5
Avg. Vacant Homes <sup>†</sup>	6.3%	6.7%
Avg. Owned Homes <sup>†</sup>	62.0%	64.5%

### Inclusiveness

	High Character Score Areas	Low Character Score Areas
Total Women and Minority-Owned Businesses <sup>†††</sup>	3,031	1,851
Avg. Affordable Rental Housing Units <sup>†</sup>	76.9%	81.3%

### Economic Vitality

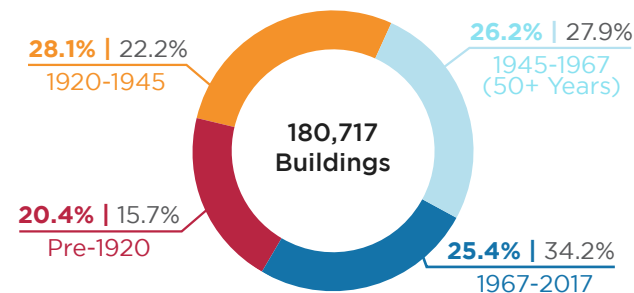
	High Character Score Areas	Low Character Score Areas
Total Jobs in Small Businesses <sup>††††</sup>	42,434	31,270
Total Jobs in New Businesses <sup>††††</sup>	8,216	6,641
Total Jobs in Creative Industries <sup>††††</sup>	35,197	56,090

<sup>†</sup>Data from the 2010 Census  
<sup>††</sup>Data from the 2010-2014 5-Year Estimates of the American Community Survey  
<sup>†††</sup>Data from Dun & Bradstreet, 2016.  
<sup>††††</sup>Data from LEHD LODES, 2014

## Building and Preservation Facts

Parcels/Buildings	Seattle	50-City Average
Total	180,717	204,038
Per Square Mile	2,156	1,436
Median Year Built	1946	1952
On Nat'l Register of Historic Places	1.2%	6.8%
Locally Designated	0.5%	4.3%
Historic Tax Credit Projects	33	27.5

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



180,717 Buildings