Tulsa, OK

196.8 mi² | Pop: 403,505 | 47th Most Populous U.S. City | Est. 1898

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

38% greater population density

44% more women and minority-owned businesses

36% more people of color

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

www.atlasofreurbanism.com

National Trust *for* Historic Preservation
Preservation Green Lab

Built Character in Tulsa

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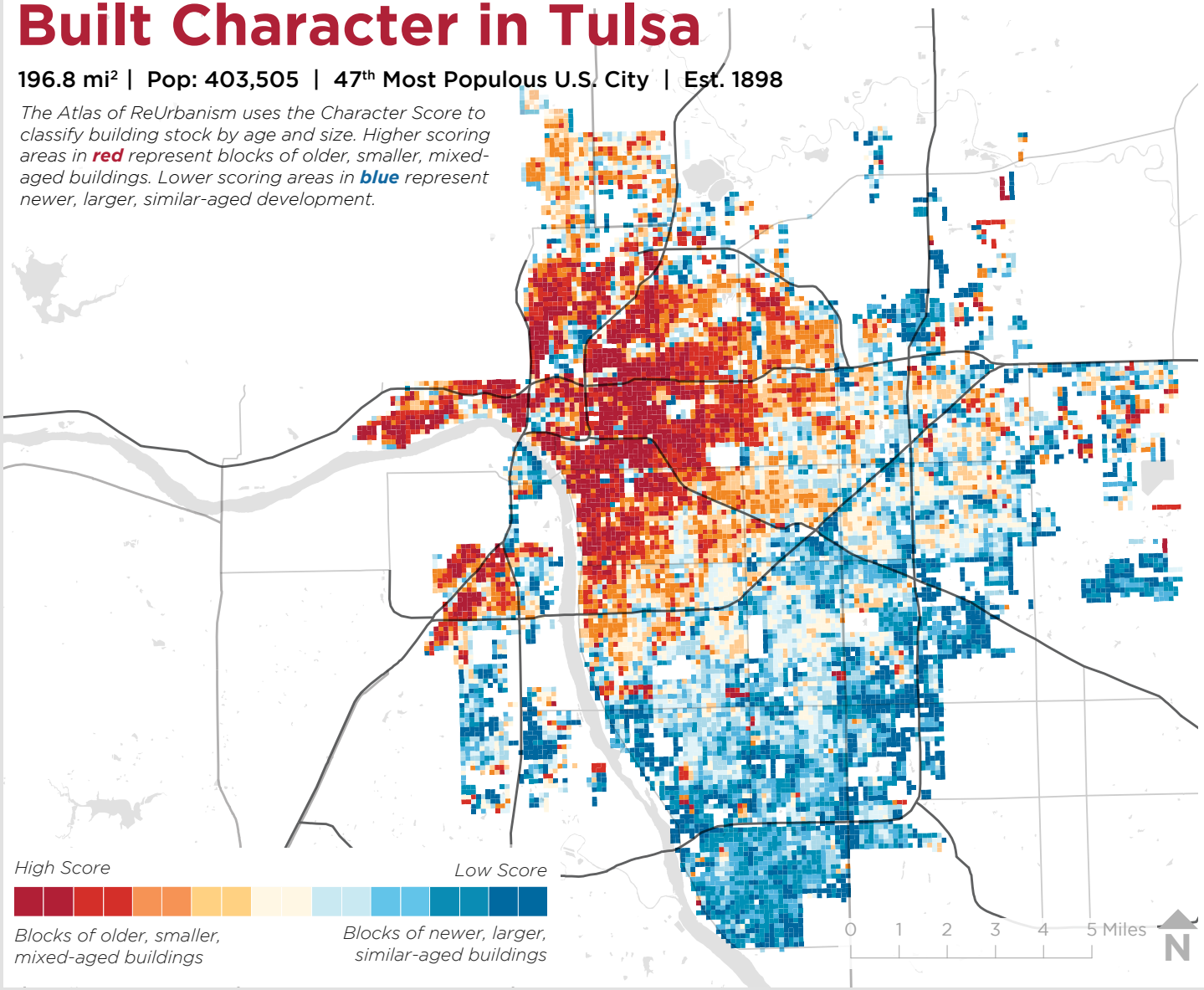
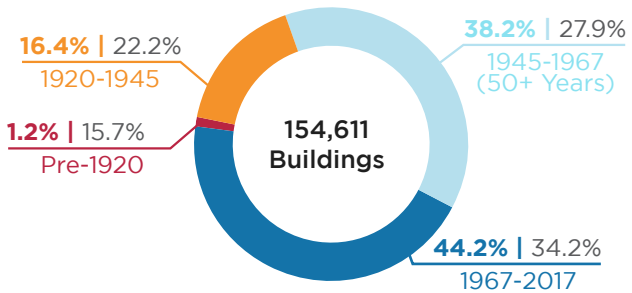
*The Atlas of ReUrbanism uses the Character Score to classify building stock by age and size. Higher scoring areas in **red** represent blocks of older, smaller, mixed-aged buildings. Lower scoring areas in **blue** represent newer, larger, similar-aged development.*



Building and Preservation Facts

Parcels/Buildings	Tulsa	50-City Average
Total	154,611	204,038
Per Square Mile	785	1,436
Median Year Built	1963	1952
On Nat'l Register of Historic Places	3.0%	6.8%
Locally Designated	1.1%	4.3%
Historic Tax Credit Projects	17	27.5

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



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

	High Character Score Areas	Low Character Score Areas
Avg. Population/Grid Square†	34.9	25.3
Median Age (Years)†	37.9	40.1
Avg. Between Age 18-34†	23.3%	21.4%
Avg. Foreign Born††	7.6%	9.3%
Avg. New to County††	5.1%	5.9%
Avg. People of Color†	41.3%	33.2%
Avg. Housing Units/Grid Square†	16.7	11.9
Avg. Vacant Homes†	12.2%	8.2%
Avg. Owned Homes†	64.0%	62.8%

Inclusiveness

	High Character Score Areas	Low Character Score Areas
Total Women and Minority-Owned Businesses†††	1,157	803
Avg. Affordable Rental Housing Units†	94.6%	90.7%

Economic Vitality

	High Character Score Areas	Low Character Score Areas
Total Jobs in Small Businesses††††	17,573	17,199
Total Jobs in New Businesses††††	3,473	4,092
Total Jobs in Creative Industries††††	11,554	12,694

†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