

# Factsheet Data Explanation

FRONT

BACK

*Atlas factsheets provide a snapshot of a particular city and its built environment. Our hope is that each factsheet empowers local leaders, advocates, and even the press to better understand the makeup of their city and inspire smarter decision making with existing resources.*

*Use this explanatory document to understand the methodology, data sources, and specific performance facts for each section of the factsheet.*



## San Francisco, CA

46.9 mi<sup>2</sup> | Pop: 864,816 | 13<sup>th</sup> Most Populous U.S. City | Est. 1850

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



**78% greater population density**



**55% more jobs in small businesses and 54% more jobs in new businesses**



**60% more people of color**

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

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



# Envelope Statistics



*Square mileage and population size and rank originate from the most recent measures of the [US Census](#). City establishment date is sourced from city websites, and can sometimes be a proxy for the year a city was incorporated.*



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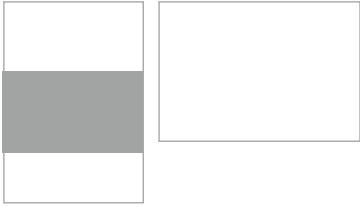
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# Takeaways



*This section provides three takeaways that best demonstrate how older, smaller, mixed-aged buildings (high-character score grid squares) outperform newer, larger areas (low-character score grid squares) in a particular city. In other words, these are the three main reasons why older, smaller areas in this city matter.*

*Data in this section come primarily from products of the [US Census](#), including the American Community Survey, [LEHD LODES](#), and the 2010 Decennial Census. Women and Minority-Owned Business data originate from [Dun & Bradstreet](#).*



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# Built Character in...



For each Atlas city, we overlay a grid made up of 200 x 200-meter squares and apportion our data to each grid square. Using the grid allows us to easily compare the built environment between cities, and renders our data at a human scale (around the scale of a city block).

In factsheet maps, we use the grid to display the Character Score. [Developed by the Preservation Green Lab](#), the Character Score tells the story of building age and size by finding the older, diverse fabric that has proven to be valuable in urban areas. It is a composite of three datasets:

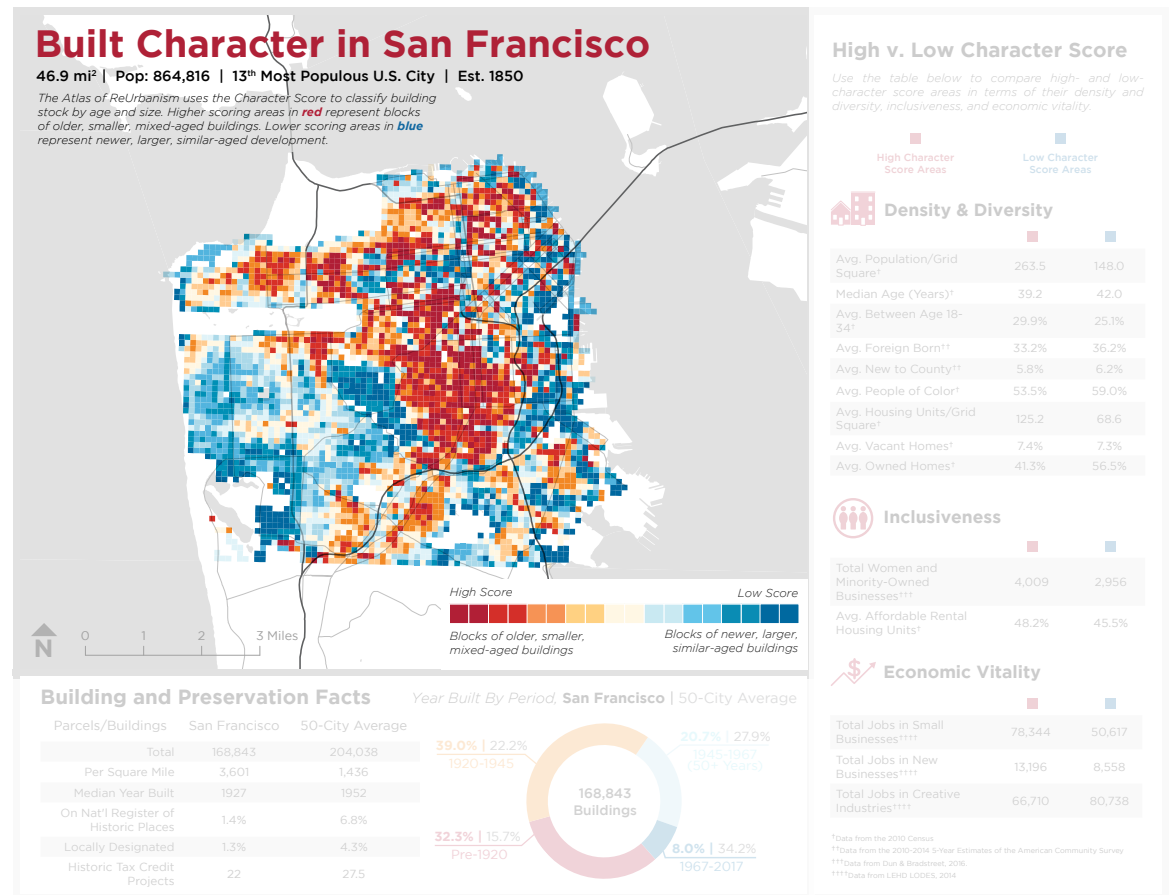
**Median year built** - Where are the oldest and newest buildings?

**Diversity of building age** - Where are the blocks where old and new buildings co-exist?

**Granularity of building size** - How many buildings exist together in the same space?

High-character score areas appear on a gradient of red to yellow. Lower scoring areas appear on a gradient of blue.

Data for the Character Score originate from parcel files assembled by local assessor's offices.

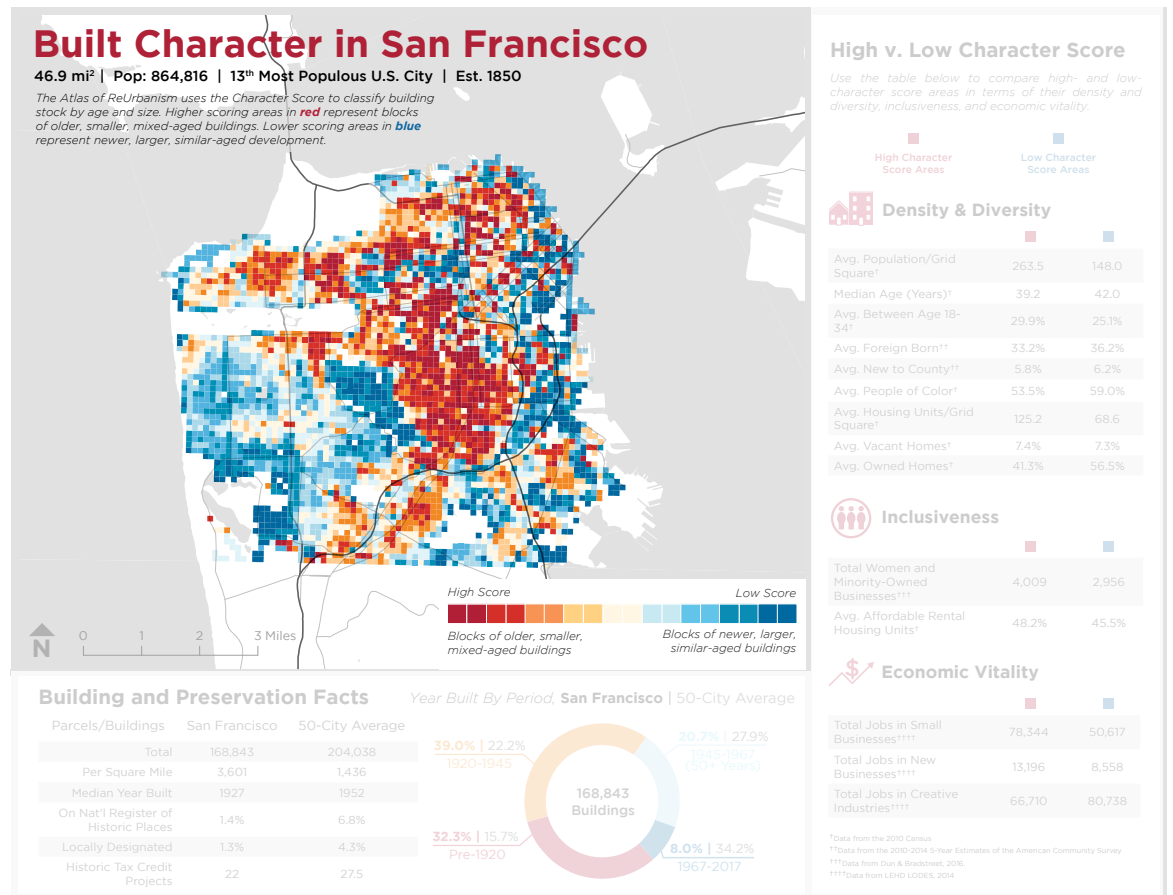


# Map Data



Basemaps for all factsheet maps contain road and water layers only. Roads include freeways, tollways, primary and secondary roads (dark and translucent gray), and major arterials (light gray). All road layers are available through [Natural Earth Data](#). Water layers were developed by [ESRI](#). Layers were compiled and stylized in ArcGIS and Adobe Illustrator.

Basemaps provide a general overview of the built character in a city, and exclude labels intentionally. For labeled maps, users should refer to Atlas [interactive maps](#).

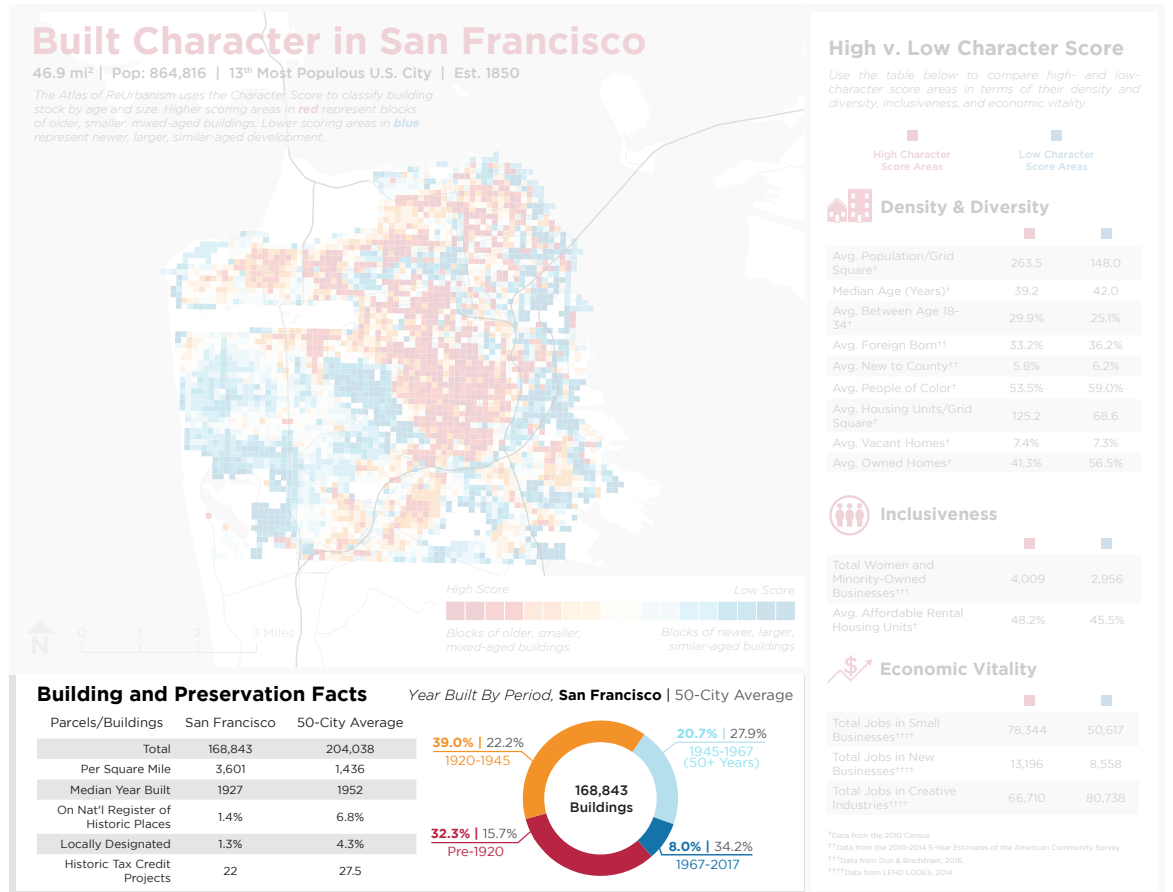


# Building and Preservation Facts



This section provides data on a city's buildings, including the total count, density, median age and historic status. Count and age data for the table and pie chart are sourced from that city's local assessor's office. Local historic designation data come from local preservation offices, while data on national designation and federal historic tax credit projects come from the [National Parks Service](#).

"50 City Average" indicates the average of all cities included in [the Atlas summary report](#).



# High v. Low Character Score



This section allows users to compare the performance of high- and low-character score grid squares in terms of:

**Density and Diversity** - Demographic data including population density, race and place of origin, and housing patterns.<sup>†</sup>

**Inclusiveness** - Data including women and minority-owned businesses and affordable housing measurements.<sup>††</sup>

**Economic Vitality** - Economic data including jobs in small businesses, in new businesses, and in creative industries.

We organize our data in this way to best demonstrate the contribution of high-character areas to cities. Measures represent the average unless otherwise indicated.

Data for all three categories come from products of the [US Census](#), including the American Community Survey, [LEHD LODES](#), and the 2010 Decennial. Women and Minority-Owned Business data originate from [Dun & Bradstreet](#).

<sup>†</sup> "People of Color" includes all people who do not identify as "White, alone."

<sup>††</sup> "Affordable" is defined by housing units that are rented for no more than 30% of the median income for a grid square.

