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

- Nearly 60% greater population density
- 81% more women and minority-owned businesses
- More than $2.6 billion in private investment through the federal historic tax credit

The building blocks for an inclusive, diverse, economically vibrant city, St. Louis’s older, smaller buildings are irreplaceable assets. For more information about St. Louis’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 St. Louis 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.