



St. Louis, MO

61.9 mi² | Pop: 315,685 | 60th Most Populous US City | Est. 1822

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

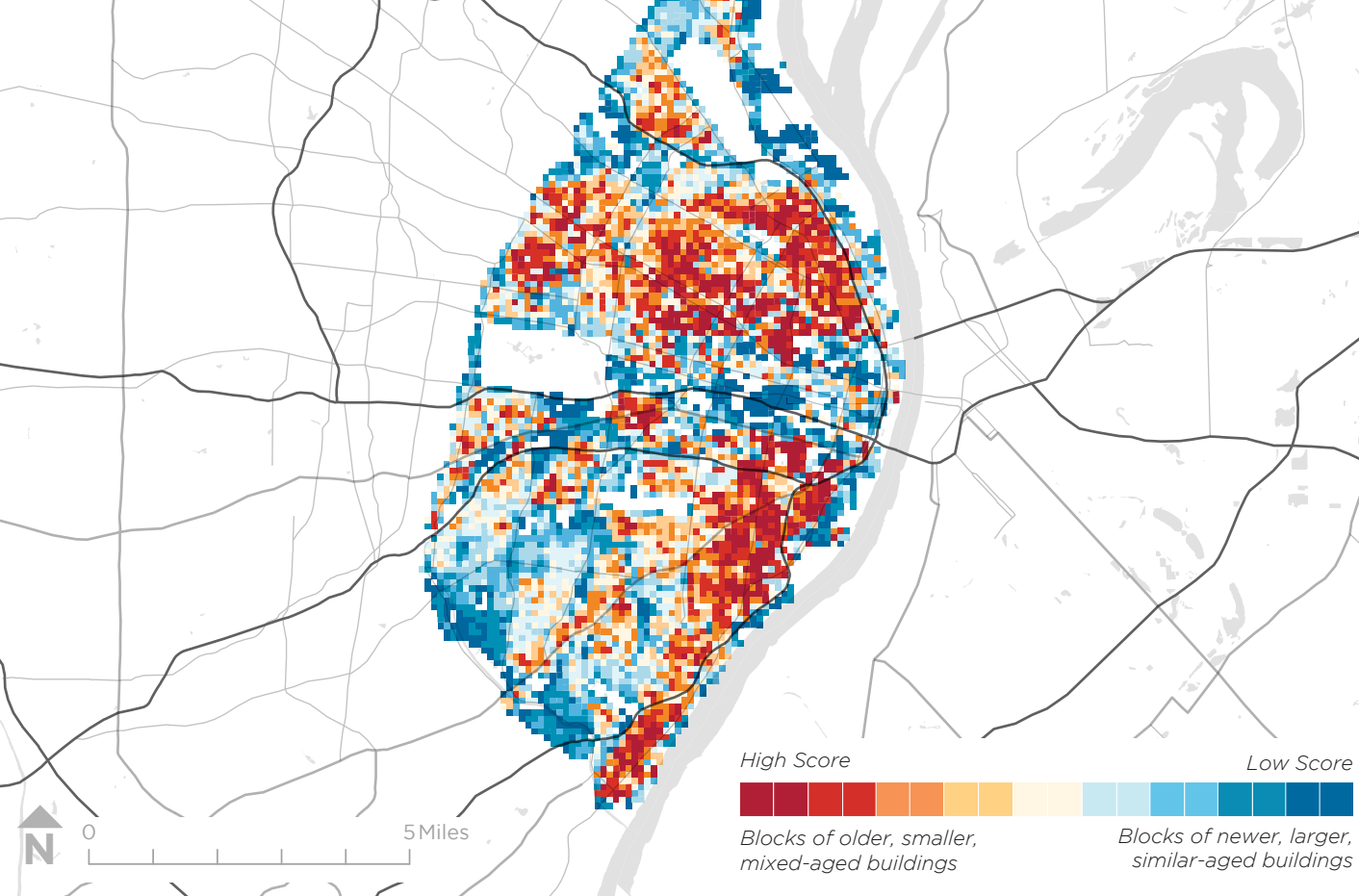


National Trust for Historic Preservation
Preservation Green Lab

Built Character in St. Louis

61.9 mi² | Pop: 315,685 | 60th Most Populous US City | Est. 1822

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 [†]	71.2	44.9
Median Age (Years) [†]	35.6	38.3
Avg. Between Age 18-34 [†]	26.9%	28.6%
Avg. Foreign Born ^{††}	5.1%	6.0%
Avg. New to County ^{††}	7.4%	9.1%
Avg. People of Color [†]	67.8%	48.7%
Avg. Housing Units/Grid Square [†]	39.3	24.8
Avg. Vacant Homes [†]	23.6%	14.3%
Avg. Owned Homes [†]	48.0%	54.8%

Inclusiveness

	High Character Score Areas	Low Character Score Areas
Total Women and Minority-Owned Businesses ^{†††}	879	486
Avg. Affordable Rental Housing Units [†]	94.1%	91.5%

Economic Vitality

	High Character Score Areas	Low Character Score Areas
Total Jobs in Small Businesses ^{††††}	11,684	13,259
Total Jobs in New Businesses ^{††††}	2,792	2,835
Total Jobs in Creative Industries ^{††††}	9,536	18,603

[†]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	St. Louis	50-City Average
Total	128,738	204,038
Per Square Mile	2,078	1,436
Median Year Built	1922	1952
On Nat'l Register of Historic Places	17.6%	6.8%
Locally Designated	13.0%	4.3%
Historic Tax Credit Projects	828	27.5

Year Built By Period, St. Louis | 50-City Average

