



Atlanta, GA

133.2 mi² | Pop: 463,878 | 39th Most Populous U.S. City | Est. 1847

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



Greater diversity in terms of race and ethnicity, country of origin, and sexual orientation



62% more jobs in small businesses and 56% more jobs in new businesses



26% more units of affordable rental housing

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

www.atlasofreurbanism.com

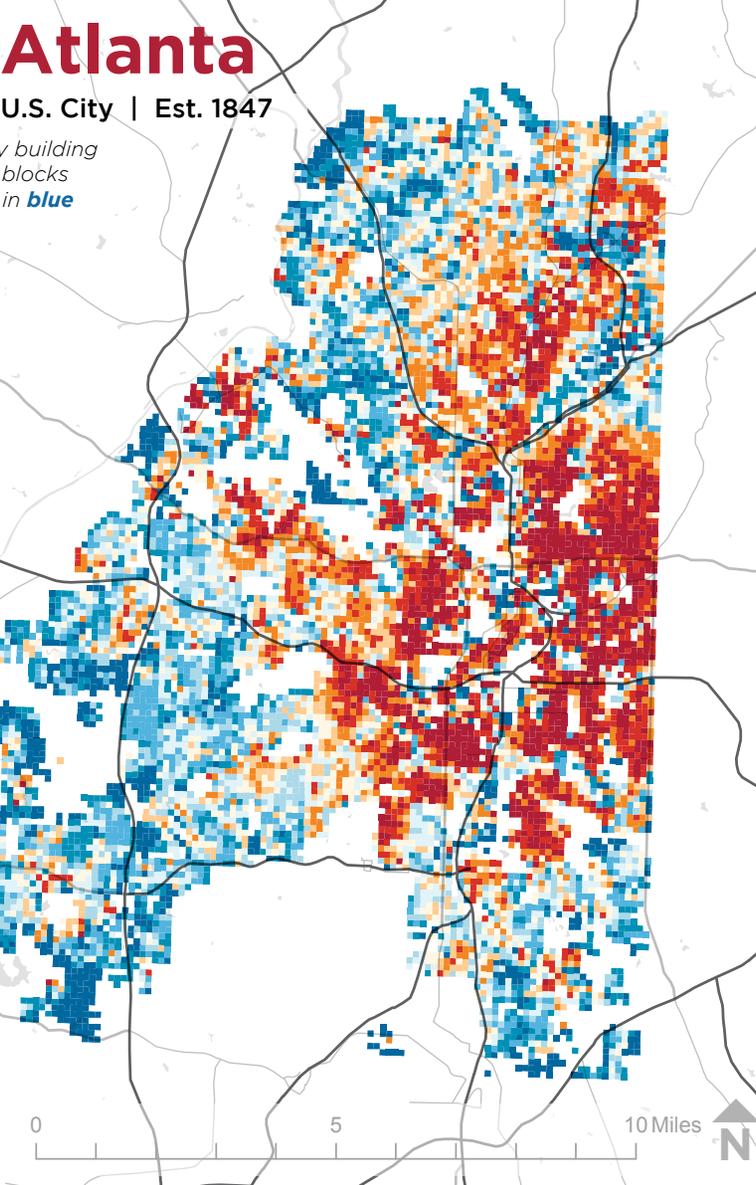
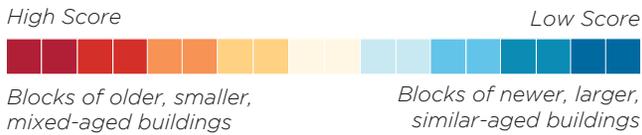


National Trust for Historic Preservation
Preservation Green Lab

Built Character in Atlanta

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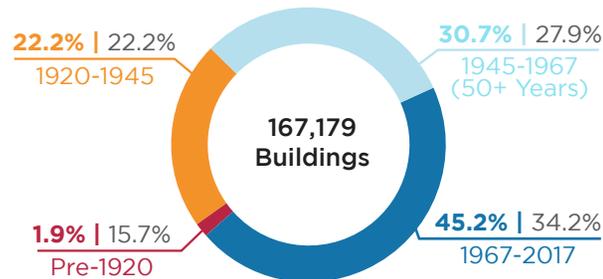
The Atlas of ReUrbanism uses the Character Score to classify building stock by age and size. Higher scoring areas in **red** represent blocks of older, smaller, mixed-aged buildings. Lower scoring areas in **blue** represent newer, larger, similar-aged development.



Building and Preservation Facts

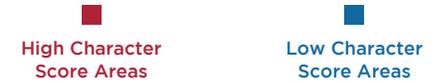
Parcels/Buildings	Atlanta	50-City Average
Total	167,179	204,038
Per Square Mile	1,253	1,436
Median Year Built	1962	1952
On Nat'l Register of Historic Places	19.6%	6.8%
Locally Designated	5.4%	4.3%
Historic Tax Credit Projects	26	27.5

Year Built By Period, Atlanta | 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.



Density & Diversity

	High Character Score Areas	Low Character Score Areas
Avg. Population/Grid Square [†]	43.8	28.7
Median Age (Years) [†]	37.4	39.7
Avg. Between Age 18-34 [†]	26.5%	23.1%
Avg. Foreign Born ^{††}	6.5%	6.2%
Avg. New to County ^{††}	8.2%	7.5%
Avg. People of Color [†]	55.4%	71.8%
Avg. Housing Units/Grid Square [†]	24.8	15.0
Avg. Vacant Homes [†]	17.9%	14.2%
Avg. Owned Homes [†]	55.6%	58.8%



Inclusiveness

	High Character Score Areas	Low Character Score Areas
Total Women and Minority-Owned Businesses ^{†††}	1,959	1,657
Avg. Affordable Rental Housing Units [†]	71.2%	77.6%



Economic Vitality

	High Character Score Areas	Low Character Score Areas
Total Jobs in Small Businesses ^{††††}	24,174	14,917
Total Jobs in New Businesses ^{††††}	5,377	3,438
Total Jobs in Creative Industries ^{††††}	48,798	30,498

[†]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