



Charlotte, NC

297.7 mi² | Pop: 827,097 | 17th Most Populous U.S. City | Est. 1768

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



62% more women and minority-owned businesses



20% more jobs in small businesses



60% more units of affordable rental housing

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

www.atlasofreurbanism.com

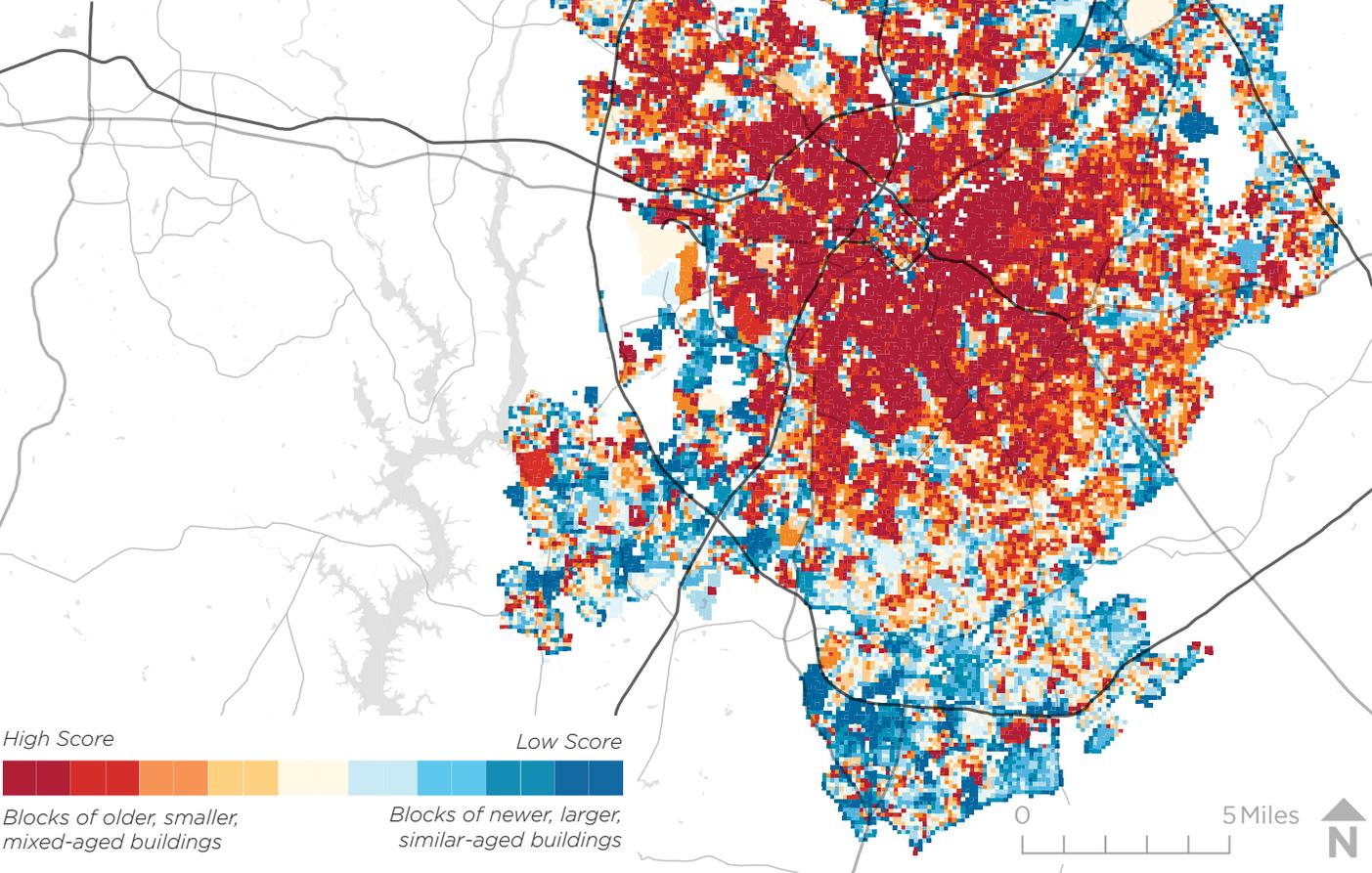


National Trust for Historic Preservation
Preservation Green Lab

Built Character in Charlotte

297.7 mi² | Pop: 827,097 | 17th Most Populous U.S. City | Est. 1768

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
Low Character Score Areas

Density & Diversity

	High Character Score Areas	Low Character Score Areas
Avg. Population/Grid Square [†]	28.6	23.7
Median Age (Years) [†]	37.4	36.2
Avg. Between Age 18-34 [†]	23.6%	24.4%
Avg. Foreign Born ^{††}	13.6%	15.4%
Avg. New to County ^{††}	5.9%	6.8%
Avg. People of Color [†]	54.0%	47.5%
Avg. Housing Units/Grid Square [†]	12.6	10.2
Avg. Vacant Homes [†]	9.2%	6.9%
Avg. Owned Homes [†]	65.9%	67.2%

Inclusiveness

	High Character Score Areas	Low Character Score Areas
Total Women and Minority-Owned Businesses ^{†††}	2,480	1,529
Avg. Affordable Rental Housing Units [†]	95.7%	95.9%

Economic Vitality

	High Character Score Areas	Low Character Score Areas
Total Jobs in Small Businesses ^{††††}	29,955	24,936
Total Jobs in New Businesses ^{††††}	5,477	6,445
Total Jobs in Creative Industries ^{††††}	30,365	40,337

[†]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	Charlotte	50-City Average
Total	264,193	204,038
Per Square Mile	865	1,436
Median Year Built	1988	1952
On Nat'l Register of Historic Places	1.8%	6.8%
Locally Designated	Data Unavailable	4.3%
Historic Tax Credit Projects	24	27.5

Year Built By Period, Charlotte | 50-City Average

