



# Pasadena, CA

22.9 mi<sup>2</sup> | Pop: 142,250 | 183<sup>rd</sup> Most Populous U.S. City | Est. 1886

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



**81% greater population density**



**87% more jobs in creative industries**



**More than twice as many units of affordable rental housing**

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

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

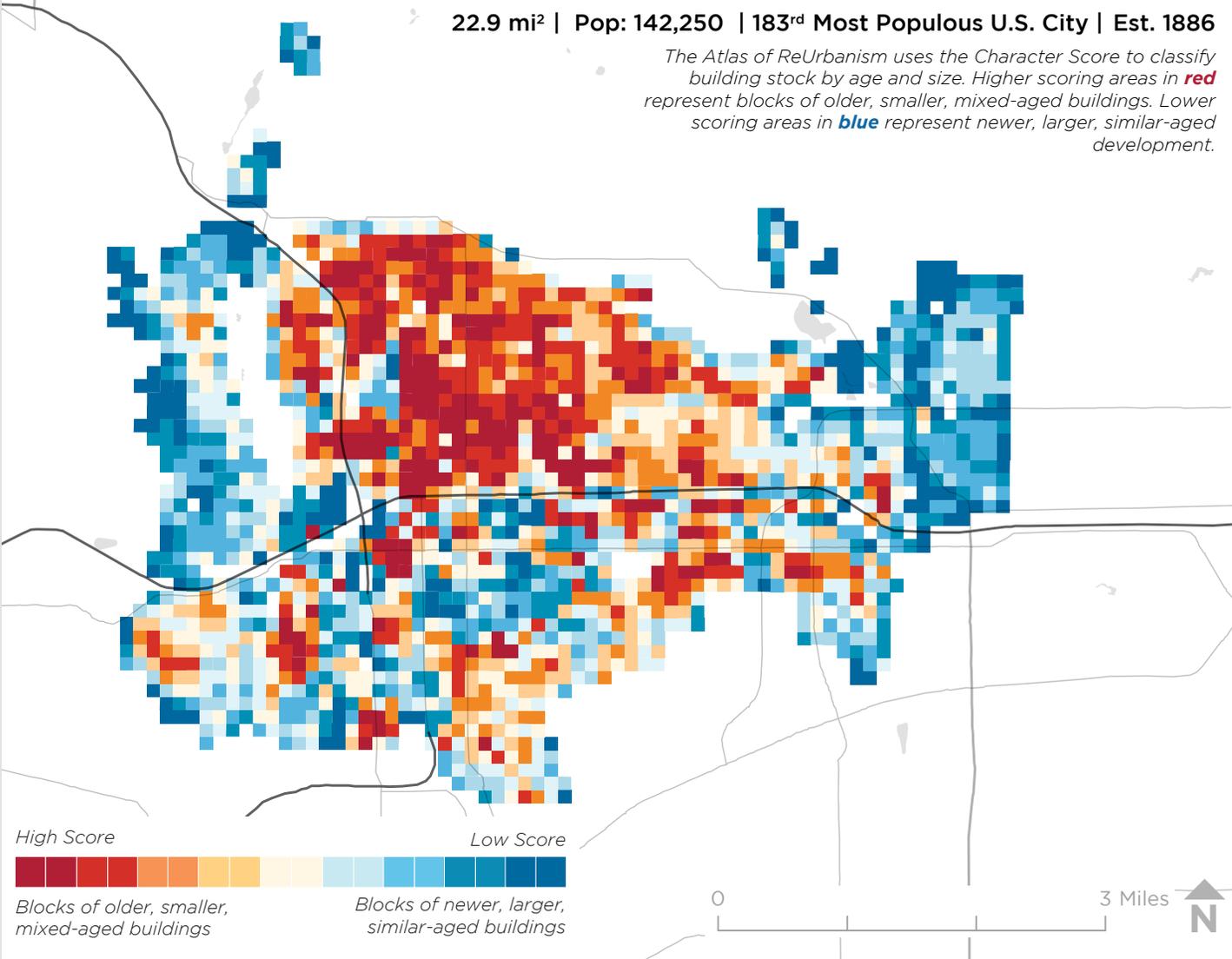


National Trust for Historic Preservation  
**Preservation Green Lab**

# Built Character in Pasadena

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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.



## 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 <sup>†</sup>	94.3	52.1
Median Age (Years) <sup>†</sup>	40.4	46.1
Avg. Between Age 18-34 <sup>†</sup>	22.6%	19.1%
Avg. Foreign Born <sup>††</sup>	29.3%	25.8%
Avg. New to County <sup>††</sup>	3.2%	3.4%
Avg. People of Color <sup>†</sup>	57.4%	44.5%
Avg. Housing Units/Grid Square <sup>†</sup>	37.0	26.0
Avg. Vacant Homes <sup>†</sup>	6.0%	5.9%
Avg. Owned Homes <sup>†</sup>	55.9%	70.3%



### Inclusiveness

	High Character Score Areas	Low Character Score Areas
Total Women and Minority-Owned Businesses <sup>†††</sup>	572	605
Avg. Affordable Rental Housing Units <sup>†</sup>	70.1%	57.7%



### Economic Vitality

	High Character Score Areas	Low Character Score Areas
Total Jobs in Small Businesses <sup>††††</sup>	10,816	8,649
Total Jobs in New Businesses <sup>††††</sup>	1,956	1,733
Total Jobs in Creative Industries <sup>††††</sup>	12,453	6,649

<sup>†</sup>Data from the 2010 Census

<sup>††</sup>Data from the 2010-2014 5-Year Estimates of the American Community Survey

<sup>†††</sup>Data from Dun & Bradstreet, 2016.

<sup>††††</sup>Data from LEHD LODES, 2014

## Building and Preservation Facts

Parcels/Buildings	Pasadena	50-City Average
Total	30,228	204,038
Per Square Mile	1,307	1,436
Median Year Built	1936	1952
On Nat'l Register of Historic Places	Data Unavailable	6.8%
Locally Designated	11.1%	4.3%
Historic Tax Credit Projects	2	27.5

## Year Built By Period, Pasadena | 50-City Average

