



Portland, ME

21.3 mi² | Pop: 66,881 | 519th Most Populous US City | Est. 1786

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



Nearly three times the population density



Three times as many jobs in small businesses, and twice as many jobs in new businesses



Four times as many women and minority-owned businesses

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

www.atlasofreurbanism.com

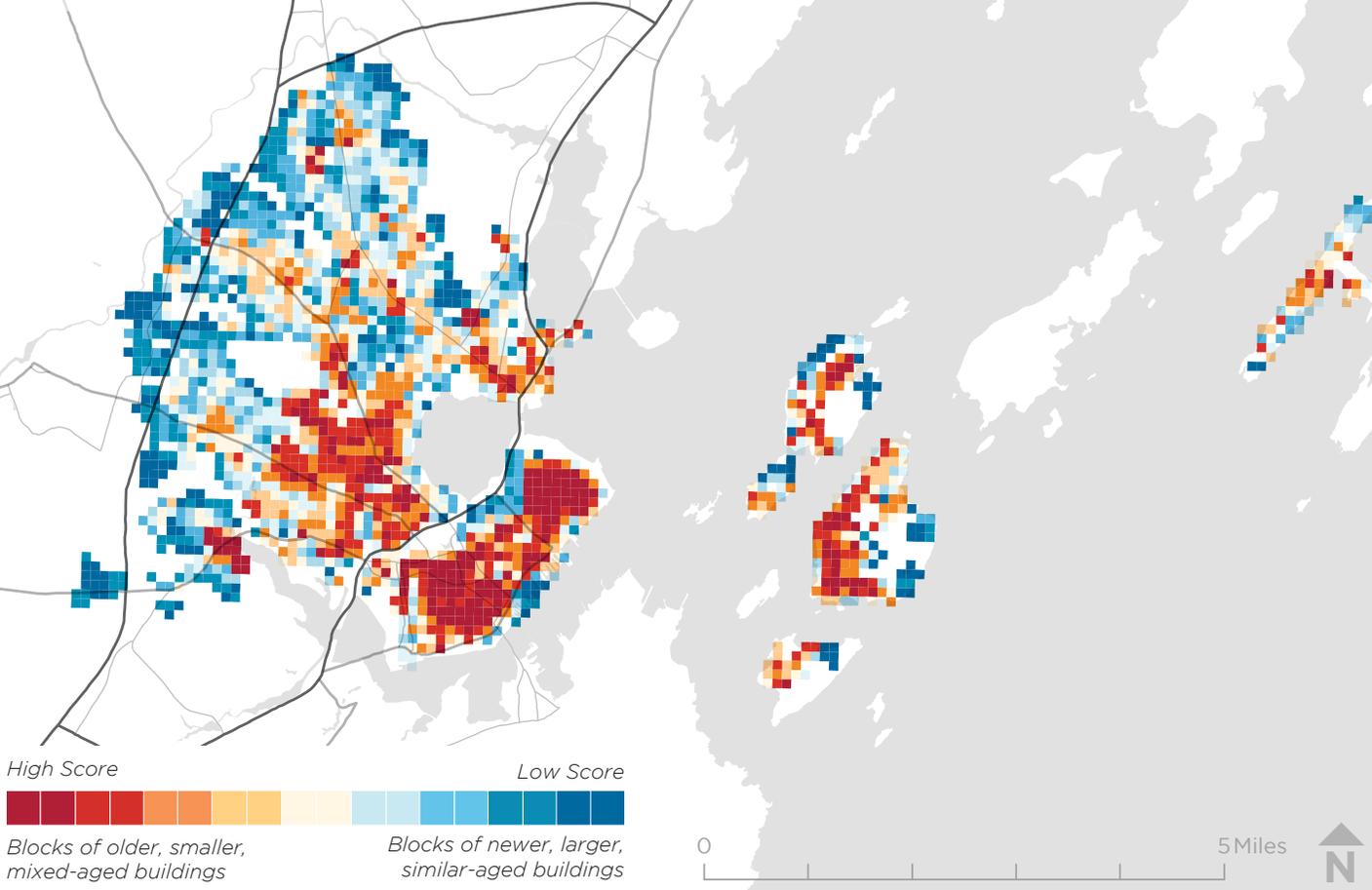


National Trust for Historic Preservation
Preservation Green Lab

Built Character in Portland

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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

	■	■
Avg. Population/Grid Square [†]	47.3	16.1
Median Age (Years) [†]	39.9	40.6
Avg. Between Age 18-34 [†]	28.5%	22.5%
Avg. Foreign Born ^{††}	12.4%	16.2%
Avg. New to County ^{††}	8.7%	6.9%
Avg. People of Color [†]	12.8%	16.5%
Avg. Housing Units/Grid Square [†]	25.4	7.2
Avg. Vacant Homes [†]	10.8%	5.1%
Avg. Owned Homes [†]	51.7%	65.5%



Inclusiveness

	■	■
Total Women and Minority-Owned Businesses ^{†††}	343	72
Avg. Affordable Rental Housing Units [†]	60.8%	59.0%



Economic Vitality

	■	■
Total Jobs in Small Businesses ^{††††}	6,712	2,299
Total Jobs in New Businesses ^{††††}	1,090	419
Total Jobs in Creative Industries ^{††††}	5,989	1,813

[†]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	Portland	50-City Average
Total	17,354	204,038
Per Square Mile	330	1,436
Median Year Built	1930	1952
On Nat'l Register of Historic Places	Data Unavailable	6.8%
Locally Designated	10.8%	4.3%
Historic Tax Credit Projects	21	27.5

Year Built By Period, Portland | 50-City Average

