



Portland, OR

133.5 mi² | Pop: 632,309 | 26th Most Populous U.S. City | Est. 1845

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...



Twice the population density



About twice the number of jobs in small and new business



Twice the number of 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

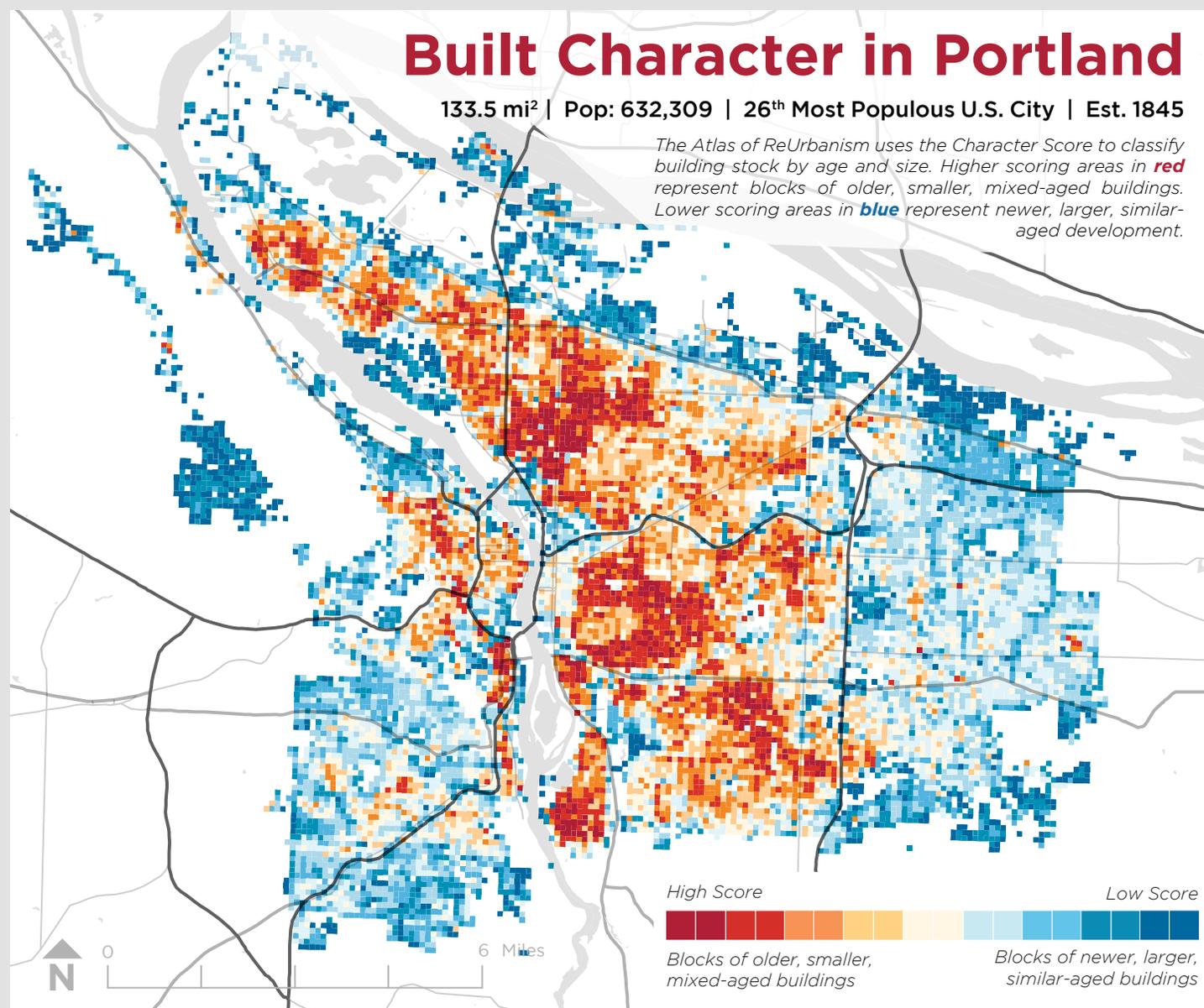


National Trust for Historic Preservation
Preservation Green Lab

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 (Red square) | Low Character Score Areas (Blue square)



Density & Diversity

	High Character Score Areas	Low Character Score Areas
Avg. Population/Grid Square [†]	60.8	30.1
Median Age (Years) [†]	37.5	40.0
Avg. Between Age 18-34 [†]	29.0%	23.5%
Avg. Foreign Born ^{††}	11.4%	16.0%
Avg. New to County ^{††}	7.4%	6.9%
Avg. People of Color [†]	24.4%	27.2%
Avg. Housing Units/Grid Square [†]	28.4	13.0
Avg. Vacant Homes [†]	5.3%	5.7%
Avg. Owned Homes [†]	62.3%	65.0%



Inclusiveness

	High Character Score Areas	Low Character Score Areas
Total Women and Minority-Owned Businesses ^{†††}	2,485	1,183
Avg. Affordable Rental Housing Units [†]	90.5%	92.5%



Economic Vitality

	High Character Score Areas	Low Character Score Areas
Total Jobs in Small Businesses ^{††††}	44,386	20,285
Total Jobs in New Businesses ^{††††}	7,214	3,660
Total Jobs in Creative Industries ^{††††}	33,286	17,016

[†]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	191,355	204,038
Per Square Mile	1,434	1,436
Median Year Built	1950	1952
On Nat'l Register of Historic Places	2.8%	6.8%
Locally Designated	2.8%	4.3%
Historic Tax Credit Projects	68	27.5

Year Built By Period, Portland | 50-City Average

