



San Francisco, CA

46.9 mi² | Pop: 864,816 | 13th Most Populous U.S. City | Est. 1850

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



78% greater population density



55% more jobs in small businesses and 54% more jobs in new businesses



60% more people of color

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

www.atlasofreurbanism.com

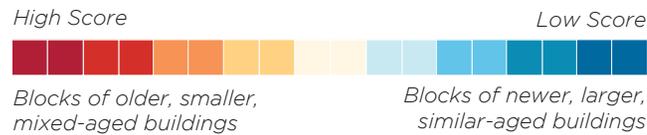
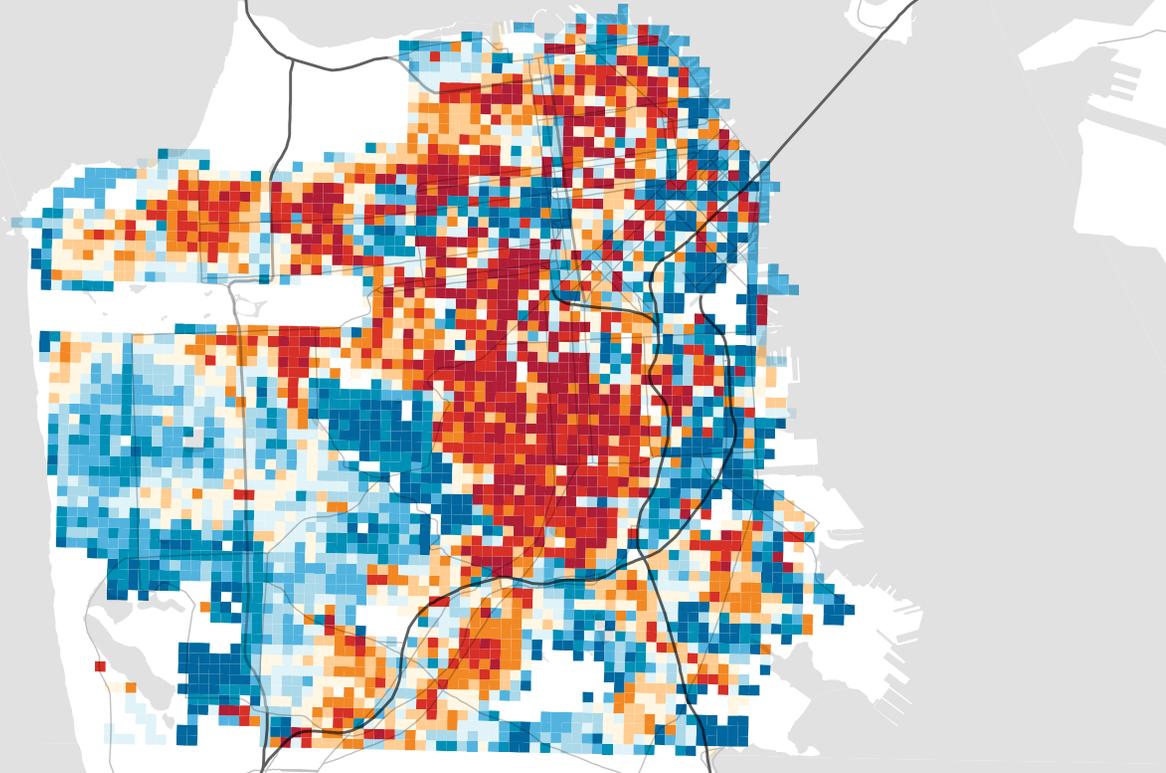


National Trust for Historic Preservation
Preservation Green Lab

Built Character in San Francisco

46.9 mi² | Pop: 864,816 | 13th Most Populous U.S. City | Est. 1850

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 [†]	263.5	148.0
Median Age (Years) [†]	39.2	42.0
Avg. Between Age 18-34 [†]	29.9%	25.1%
Avg. Foreign Born ^{††}	33.2%	36.2%
Avg. New to County ^{††}	5.8%	6.2%
Avg. People of Color [†]	53.5%	59.0%
Avg. Housing Units/Grid Square [†]	125.2	68.6
Avg. Vacant Homes [†]	7.4%	7.3%
Avg. Owned Homes [†]	41.3%	56.5%



Inclusiveness

	High Character Score Areas	Low Character Score Areas
Total Women and Minority-Owned Businesses ^{†††}	4,009	2,956
Avg. Affordable Rental Housing Units [†]	48.2%	45.5%



Economic Vitality

	High Character Score Areas	Low Character Score Areas
Total Jobs in Small Businesses ^{††††}	78,344	50,617
Total Jobs in New Businesses ^{††††}	13,196	8,558
Total Jobs in Creative Industries ^{††††}	66,710	80,738

[†]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	San Francisco	50-City Average
Total	168,843	204,038
Per Square Mile	3,601	1,436
Median Year Built	1927	1952
On Nat'l Register of Historic Places	1.4%	6.8%
Locally Designated	1.3%	4.3%
Historic Tax Credit Projects	22	27.5

Year Built By Period, San Francisco | 50-City Average

