



Houston, TX

637.5 mi² | Pop: 2,296,224 | 4th Most Populous U.S. City | Est. 1837

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



Greater resident age diversity



Greater proportions of jobs in small and new businesses



Nearly 50% more women and minority-owned businesses

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

www.atlasofreurbanism.com

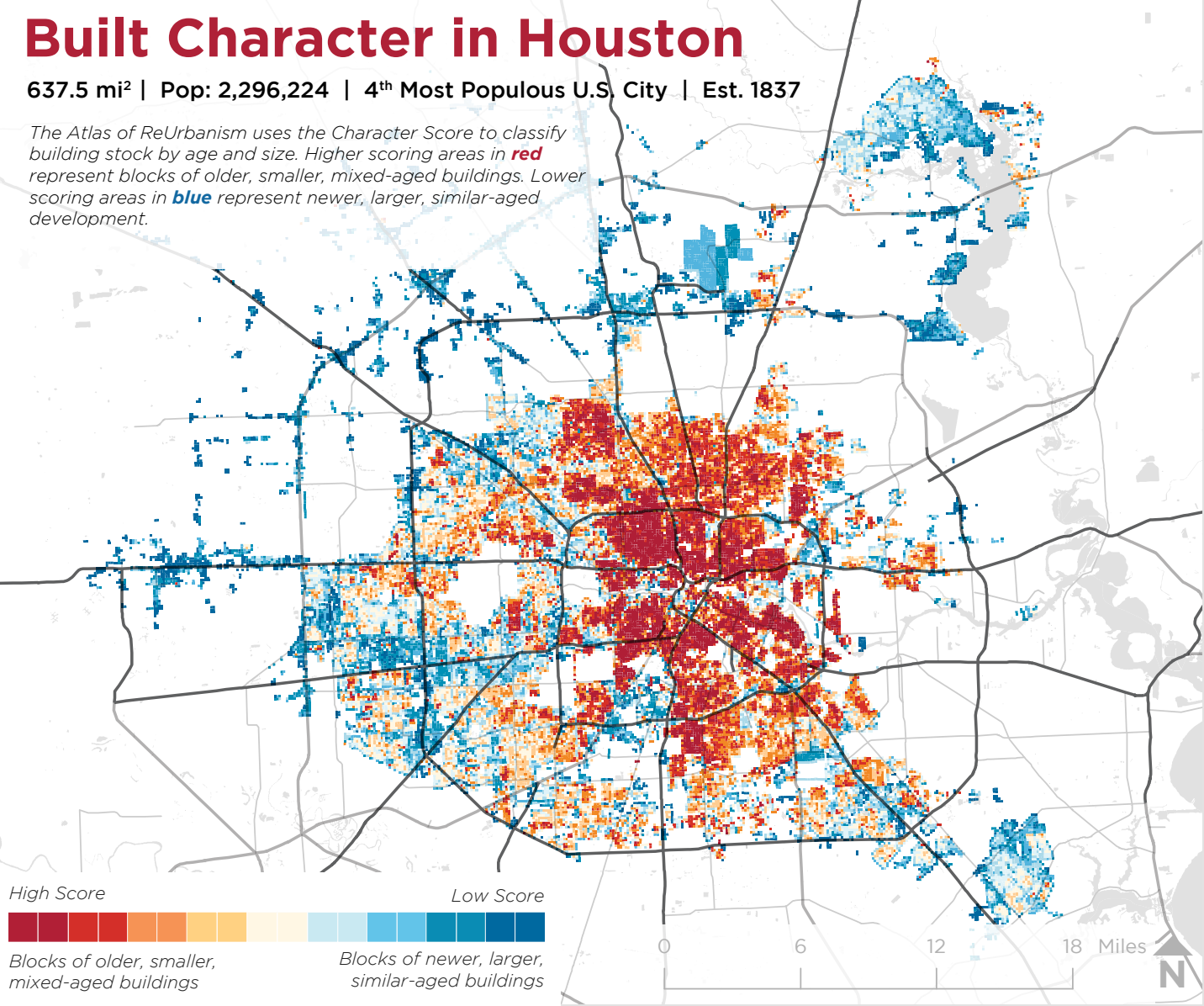


National Trust for Historic Preservation
Preservation Green Lab

Built Character in Houston

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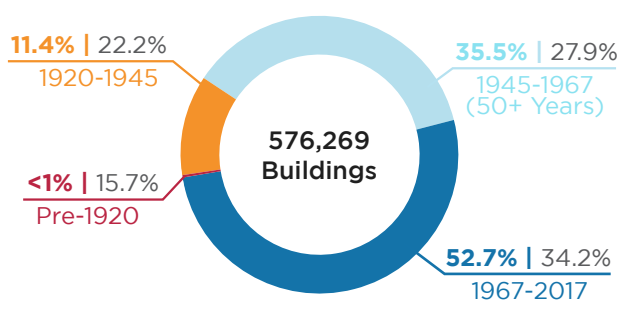
The Atlas of ReUrbanism uses the Character Score to classify building stock by age and size. Higher scoring areas in **red** represent blocks of older, smaller, mixed-aged buildings. Lower scoring areas in **blue** represent newer, larger, similar-aged development.



Building and Preservation Facts

Parcels/Buildings	Houston	50-City Average
Total	567,269	204,038
Per Square Mile	890	1,436
Median Year Built	1968	1952
On Nat'l Register of Historic Places	0.5%	6.8%
Locally Designated	1.2%	4.3%
Historic Tax Credit Projects	13	27.5

Year Built By Period, Houston | 50-City Average



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 [†]	60.4	48.8
Median Age (Years) [†]	36.7	36.2
Avg. Between Age 18-34 [†]	23.6%	25.4%
Avg. Foreign Born ^{††}	23.8%	26.6%
Avg. New to County ^{††}	3.1%	4.3%
Avg. People of Color [†]	73.8%	63.0%
Avg. Housing Units/Grid Square [†]	24.2	22.1
Avg. Vacant Homes [†]	9.9%	9.3%
Avg. Owned Homes [†]	65.1%	56.9%

	High Character Score Areas	Low Character Score Areas
Inclusiveness		
Total Women and Minority-Owned Businesses ^{†††}	7,591	5,156
Avg. Affordable Rental Housing Units [†]	81.8%	78.3%

	High Character Score Areas	Low Character Score Areas
Economic Vitality		
Total Jobs in Small Businesses ^{††††}	79,029	104,999
Total Jobs in New Businesses ^{††††}	17,290	28,121
Total Jobs in Creative Industries ^{††††}	55,476	126,320

[†]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