



# Orlando, FL

102.4 mi<sup>2</sup> | Pop: 270,934 | 73<sup>rd</sup> Most Populous U.S. City | Est. 1885

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



**More than twice the number of women and minority-owned businesses**



**88% more jobs in small businesses**



**13% greater population density**

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

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

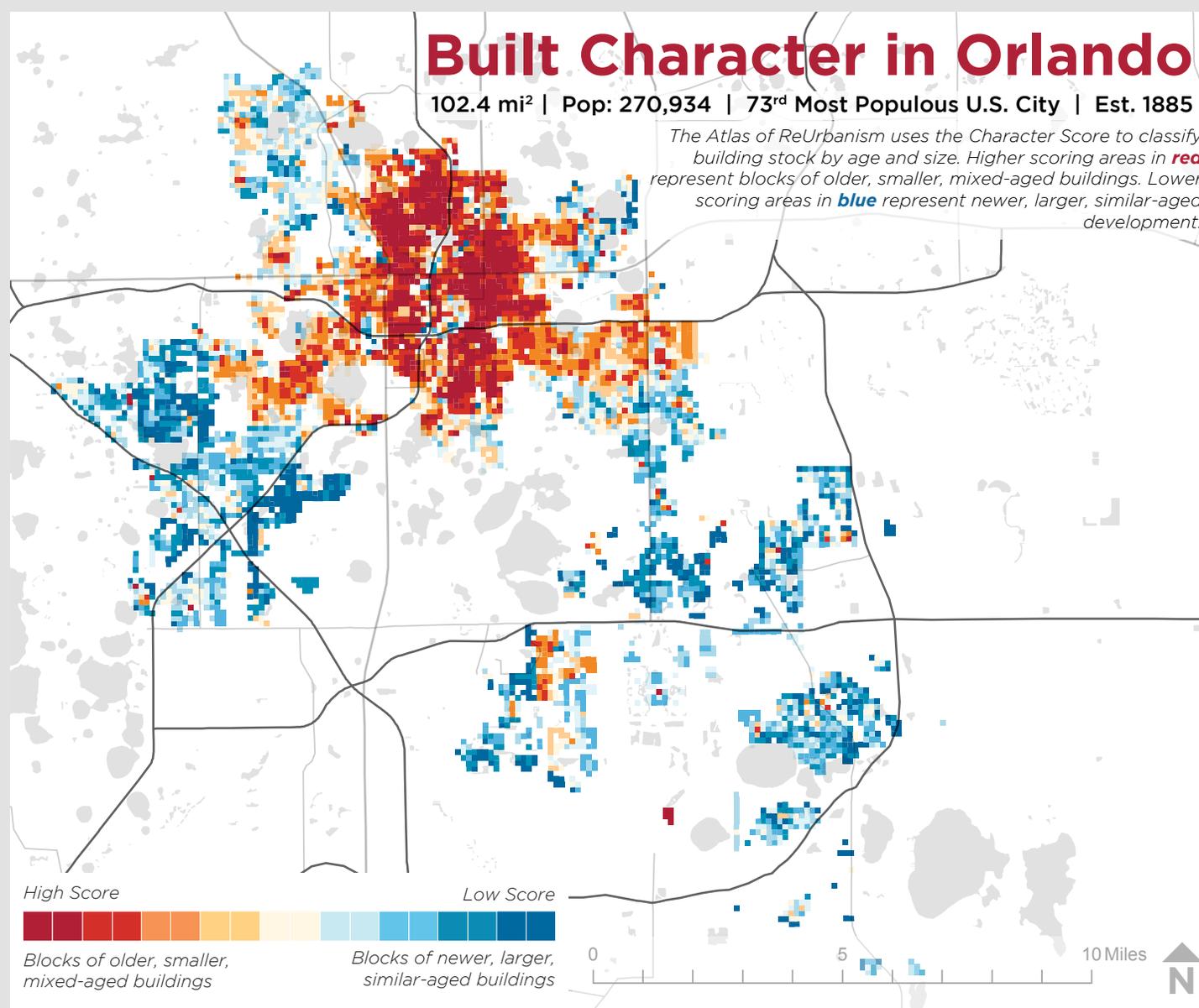


National Trust for Historic Preservation  
**Preservation Green Lab**

# Built Character in Orlando

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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 Score  
Low Score

Blocks of older, smaller, mixed-aged buildings  
Blocks of newer, larger, similar-aged buildings

## 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>	45.1	39.8
Median Age (Years) <sup>†</sup>	39.4	35.1
Avg. Between Age 18-34 <sup>†</sup>	24.6%	30.0%
Avg. Foreign Born <sup>††</sup>	11.6%	20.5%
Avg. New to County <sup>††</sup>	7.1%	8.0%
Avg. People of Color <sup>†</sup>	46.0%	58.7%
Avg. Housing Units/Grid Square <sup>†</sup>	21.8	21.1
Avg. Vacant Homes <sup>†</sup>	11.0%	16.6%
Avg. Owned Homes <sup>†</sup>	59.0%	45.4%



### Inclusiveness

	High Character Score Areas	Low Character Score Areas
Total Women and Minority-Owned Businesses <sup>†††</sup>	1,120	546
Avg. Affordable Rental Housing Units <sup>†</sup>	73.0%	75.9%



### Economic Vitality

	High Character Score Areas	Low Character Score Areas
Total Jobs in Small Businesses <sup>††††</sup>	17,083	9,073
Total Jobs in New Businesses <sup>††††</sup>	4,543	3,279
Total Jobs in Creative Industries <sup>††††</sup>	19,195	14,745

<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	Orlando	50-City Average
Total	62,825	204,038
Per Square Mile	597	1,436
Median Year Built	1973	1952
On Nat'l Register of Historic Places	4.7%	6.8%
Locally Designated	3.5%	4.3%
Historic Tax Credit Projects	2	27.5

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

