



Raleigh, NC

142.9 mi² | Pop: 458,880 | 42nd Most Populous U.S. City | Est. 1792

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



36% greater population density



43% more jobs in small businesses



46% more women and minority-owned businesses

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

www.atlasofreurbanism.com

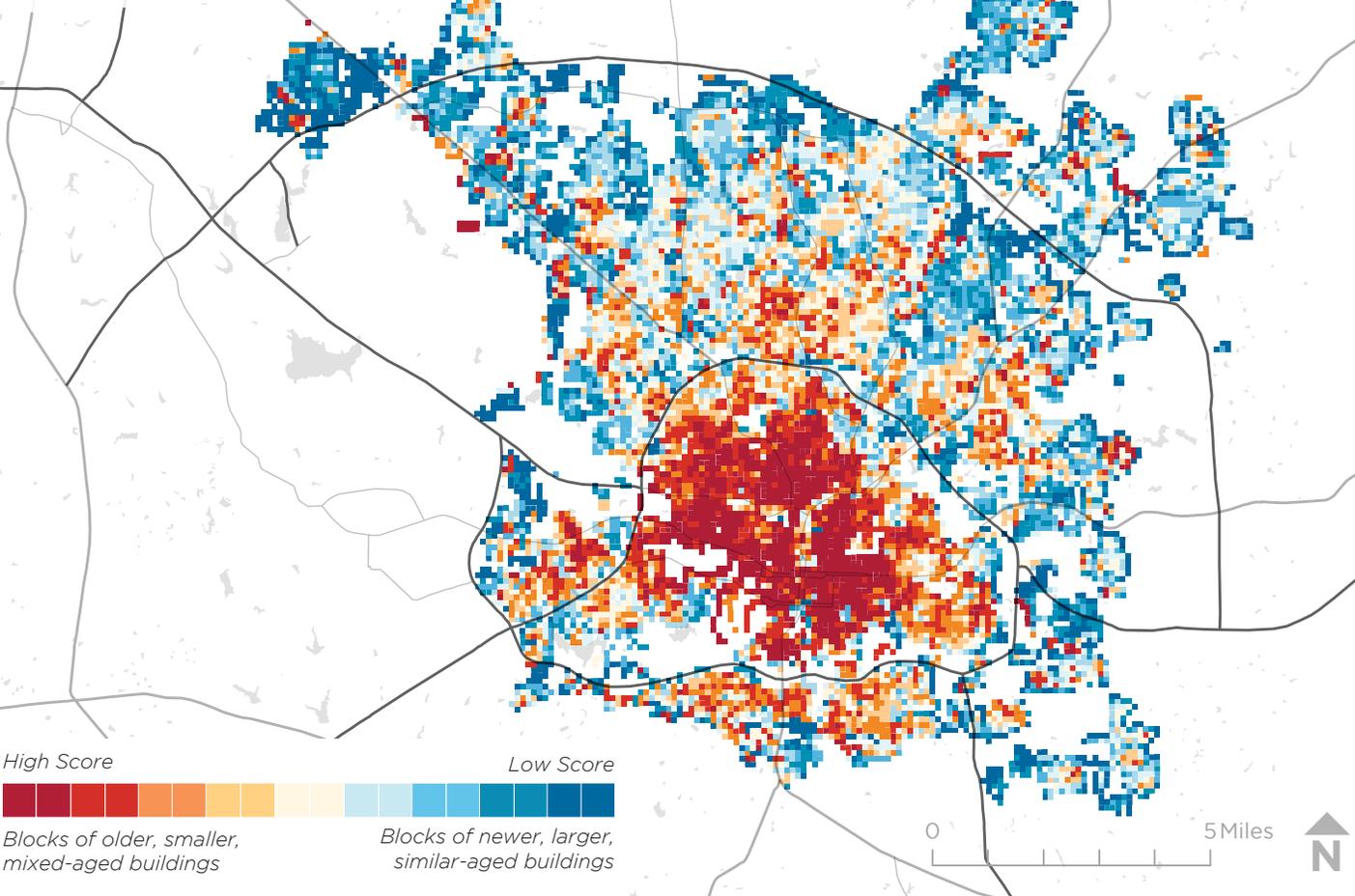


National Trust for Historic Preservation
Preservation Green Lab

Built Character in Raleigh

142.9 mi² | Pop: 451,066 | 42nd Most Populous U.S. City | Est. 1792

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

	■	■
Avg. Population/Grid Square [†]	36.7	27.0
Median Age (Years) [†]	38.1	36.6
Avg. Between Age 18-34 [†]	26.6%	25.2%
Avg. Foreign Born ^{††}	11.7%	13.5%
Avg. New to County ^{††}	6.5%	6.2%
Avg. People of Color [†]	39.1%	41.8%
Avg. Housing Units/Grid Square [†]	16.2	11.9
Avg. Vacant Homes [†]	6.9%	6.0%
Avg. Owned Homes [†]	66.0%	64.1%



Inclusiveness

	■	■
Total Women and Minority-Owned Businesses ^{†††}	1,442	986
Avg. Affordable Rental Housing Units [†]	94.7%	94.8%



Economic Vitality

	■	■
Total Jobs in Small Businesses ^{††††}	17,201	16,375
Total Jobs in New Businesses ^{††††}	3,253	3,592
Total Jobs in Creative Industries ^{††††}	16,279	19,563

[†]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	Raleigh	50-City Average
Total	126,253	204,038
Per Square Mile	870	1,436
Median Year Built	1993	1952
On Nat'l Register of Historic Places	5.1%	6.8%
Locally Designated	1.2%	4.3%
Historic Tax Credit Projects	49	27.5

Year Built By Period, Raleigh | 50-City Average

