



Milwaukee, WI

96.1 mi² | Pop: 600,155 | 31st Most Populous U.S. City | Est. 1846

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



Nearly twice the population density



Nearly three times the number of jobs in small and new businesses



37% more women and minority-owned businesses

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

www.atlasofreurbanism.com

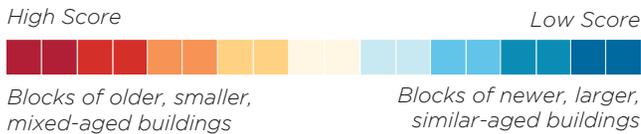
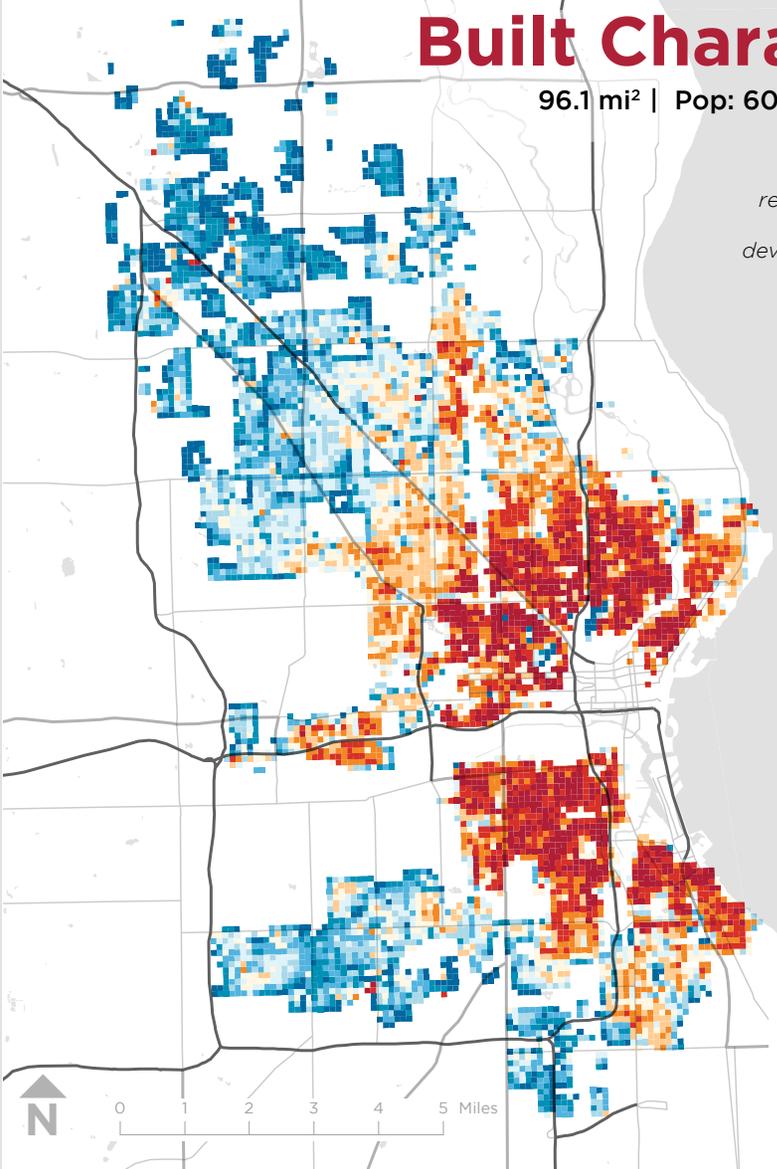


National Trust for Historic Preservation
Preservation Green Lab

Built Character in Milwaukee

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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. Areas without color are either outside of municipal boundaries or contained no workable data.



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 [†]	96.2	49.9
Median Age (Years) [†]	31.6	36.3
Avg. Between Age 18-34 [†]	28.7%	23.0%
Avg. Foreign Born ^{††}	8.7%	7.6%
Avg. New to County ^{††}	3.5%	2.6%
Avg. People of Color [†]	65.1%	53.2%
Avg. Housing Units/Grid Square [†]	41.1	21.2
Avg. Vacant Homes [†]	11.2%	6.3%
Avg. Owned Homes [†]	45.6%	61.0%

Inclusiveness

	High Character Score Areas	Low Character Score Areas
Total Women and Minority-Owned Businesses ^{†††}	779	568
Avg. Affordable Rental Housing Units [†]	93.9%	92.7%

Economic Vitality

	High Character Score Areas	Low Character Score Areas
Total Jobs in Small Businesses ^{††††}	17,248	5,992
Total Jobs in New Businesses ^{††††}	4,768	1,714
Total Jobs in Creative Industries ^{††††}	2,333	1,916

[†]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	Milwaukee	50-City Average
Total	149,820	204,038
Per Square Mile	1,559	1,436
Median Year Built	1939	1952
On Nat'l Register of Historic Places	5.9%	6.8%
Locally Designated	Data Unavailable	4.3%
Historic Tax Credit Projects	63	27.5

Year Built By Period, Milwaukee | 50-City Average

