



Tampa, FL

113.4 mi² | Pop: 369,075 | 53rd Most Populous U.S. City | Est. 1887

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



91% greater population density



70% more jobs in small businesses



76% more women and minority-owned businesses

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

www.atlasofreurbanism.com

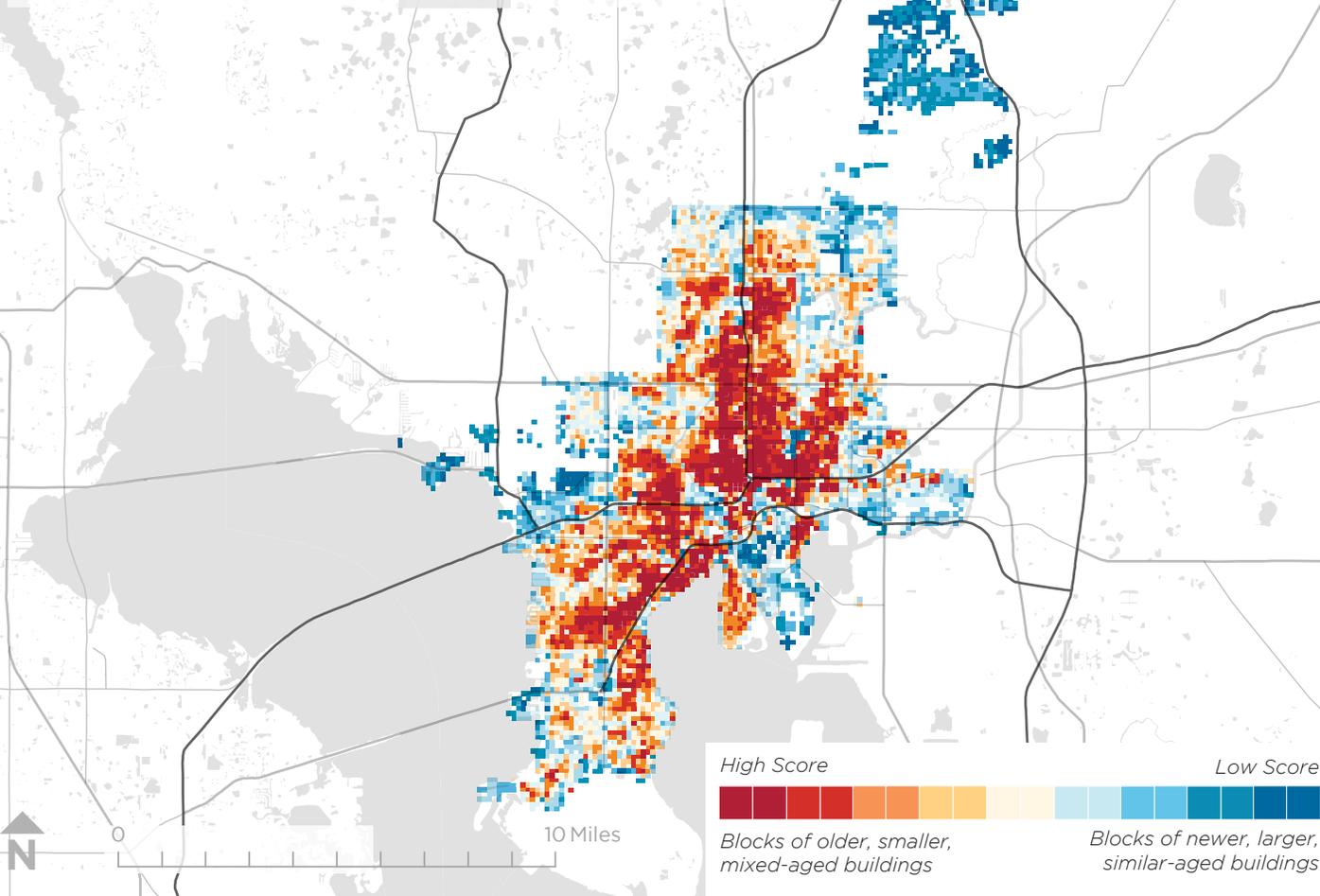


National Trust for Historic Preservation
Preservation Green Lab

Built Character in Tampa

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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 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 [†]	59.8	31.4
Median Age (Years) [†]	38.7	37.1
Avg. Between Age 18-34 [†]	22.5%	26.0%
Avg. Foreign Born ^{††}	14.1%	18.7%
Avg. New to County ^{††}	4.7%	6.7%
Avg. People of Color [†]	52.9%	49.1%
Avg. Housing Units/Grid Square [†]	27.2	15.9
Avg. Vacant Homes [†]	12.4%	11.6%
Avg. Owned Homes [†]	64.5%	55.7%



Inclusiveness

	High Character Score Areas	Low Character Score Areas
Total Women and Minority-Owned Businesses ^{†††}	1,493	846
Avg. Affordable Rental Housing Units [†]	72.3%	70.1%



Economic Vitality

	High Character Score Areas	Low Character Score Areas
Total Jobs in Small Businesses ^{††††}	20,457	12,075
Total Jobs in New Businesses ^{††††}	4,536	4,191
Total Jobs in Creative Industries ^{††††}	17,412	24,839

[†]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	Tampa	50-City Average
Total	117,817	204,038
Per Square Mile	1,039	1,436
Median Year Built	1960	1952
On Nat'l Register of Historic Places	6.1%	6.8%
Locally Designated	4.1%	4.3%
Historic Tax Credit Projects	27	27.5

Year Built By Period, Tampa | 50-City Average

