BUILDING SMALL;
An Alternative Approach to Economic Development

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Lets get to know each other (at a distance)
Real Estate?

“..all land and improvements that are immovable”

Webster's Dictionary
Or built environment?

“...surroundings that provide the setting for human activity”

Wikipedia

ULI Small Scale Developer Forums
Feeling the Pain

Living the dream
What is .....
Small IS ....

- Attitude and perspective
- Context and connections
- Experience then sales
- A bigger scorecard

Real Estate as the means to an end
‘Fine-grained neighborhoods imply
• diverse ownership,
• lower cost of entry,
• more destinations,
• greater resistance to bad buildings’

Andrew Price, “Fine-Grained vs. Coarse-Grained Urbanism”
In a World that loves Big, Why bother with Small?

Q3

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• more authentic, human-scaled, and interesting places.
• attracts talent, and hence the employers cities and towns want.
• leads to a healthier local economic ecosystem.
• is resilient—better able to withstand external shocks and recover more quickly afterward.

Building Small

“there are greater counts and greater proportions of jobs in small businesses and jobs in new businesses in older, mixed-use and commercial areas of cities.”

Older, Smaller, Better
Preservation Leadership Forum 2014
15 Cities | 8 Years | 5 Lessons

Make Gumbo, not TV Dinners
Art is not ‘nice’,
Its a value add strategy
Let’s make 
murals 
happen.
Curate, Don’t Lease
Phase Zero
Start before you build
Big needs Small
It's not easy being Small

Q4
The big two:
- Capital
- Regulations

Capital markets are focused on efficiency, not effectiveness.
Tools:
- Community Banks
- Crowd Funding
- The Capital Cocktail

https://www.covidloantracker.com/data
New Tools
Start Now
WITH AS LITTLE AS $1000
ADD SOME CHANGE

WE BRING YOU PROJECTS THAT MAKE CITIES BETTER
YOU INVEST IN THEM.
TURN SMALL CHANGE INTO REAL CHANGE.

Innovation Houses
♀️ Chicago, IL
Mission-driven housing, revitalizing the South Side of Chicago.
$72,500 raised
> For $5,000 invested, $10,100 expected back
> 17% targeted IRR
> 3-year projected term

Buvinger Bldg
♂️ A creative-economy project in Pittsburgh, PA
This 3-story building was converted into fresh new retail and residential space in this hipster neighborhood.
$238,500 raised
> For $5,000 invested, $7,250 realized
> 21% realized IRR
> 2-year term

Plattform at 930 Mellon
♀️ Pittsburgh
Get green with this Passive, modular house making home replenishing a long vacant lot.
$82,000 raised
> For $5,000 invested, $5,600 expected back
> 12% targeted preferred return
> 12-month projected term
Tools:
- Culture Change
- Parking
- PPNP
Office of Customer Advocacy

The Office of Customer Advocacy (OCA) can help you understand the development requirements for your project. Customer considering the renovation of an existing building for commercial purposes are encouraged to contact this office before beg building permit process.

OCA Projects:
- Remodel of existing commercial buildings
- Adaptive reuse of existing buildings for new business purposes
- Conversion of residences into business offices
- Minor additions to existing commercial buildings

Opening or expanding a small business?

Not sure what plans and permits you may need?

The Planning & Development Department's Office of Customer Advocacy can assist you in understanding the development requirements for your specific project.

Services we provide:
- Central point of contact
- Pre-project research
- Identify specific submittal requirements
- Liaison between design team and plan review staff
- Facilitate and resolve technical issues
- Administration of the Adaptive Reuse Program
- Assistance with Temporary Indoor Building permits

Projects we specialize in:
- Remodel of existing commercial buildings
- Adaptive reuse of existing buildings for new business purposes
- Conversion of residences into business offices
- Minor additions to existing commercial buildings
reducing the resources required for compliance

providing ways to work around financial, bureaucratic, and regulatory processes that disproportionately burden the small actors and small projects.

make it possible for residents and business owners to participate in the building of their homes, their businesses, and their communities

All roads lead to parking
$500,000 EACH QUARTER
IN GRANTS TO BUSINESS & BUILDING OWNERS

Motor City Match connects new and expanding businesses with Downtown’s quality real estate opportunities, providing them with funding and tools to fuel the city’s entrepreneurial revolution.

Apply Now

2018 Grant Winner
BOABAB FARE

Q5

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Crises do not create trends, they just accelerate them.

Fragile economics + importance of SMB’s are now evident

Landlords will have to be better partners

Temporary regulatory relief will relax
Learn More
urbangreen.net
craftworkhbg.com
riverhousehbg.com

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