



Downtown Colorado | Building Small Solutions
Greater Englewood Chamber of Commerce
City of Englewood
13 May 2020

BUILDING SMALL: An Alternative Approach to Economic Development

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Founder, CRAFT Development

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CRAFT
DEVELOPMENT
INTENTIONAL PLACEBUILDING

Lets get to know each other (at a distance)



Q1

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

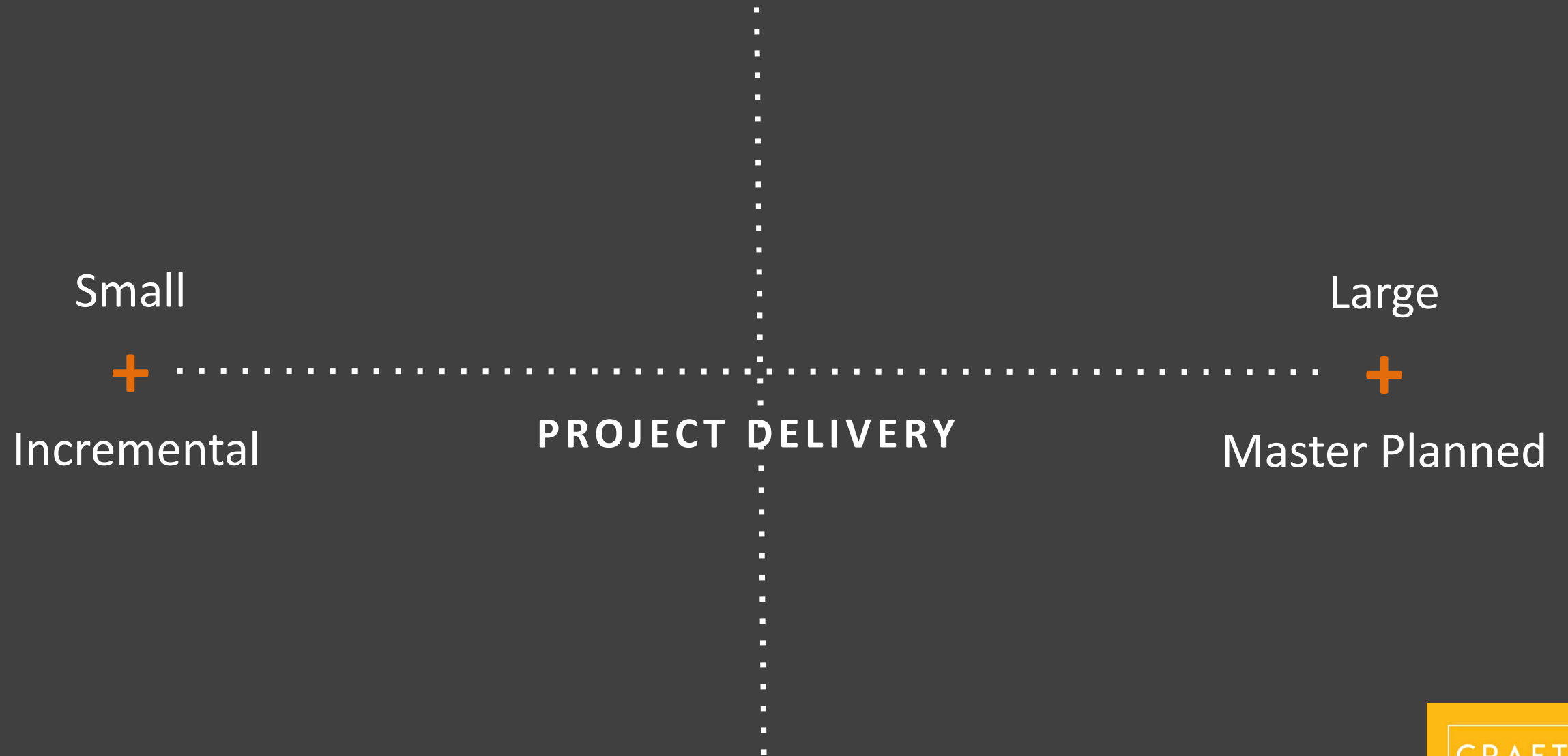
What is.....

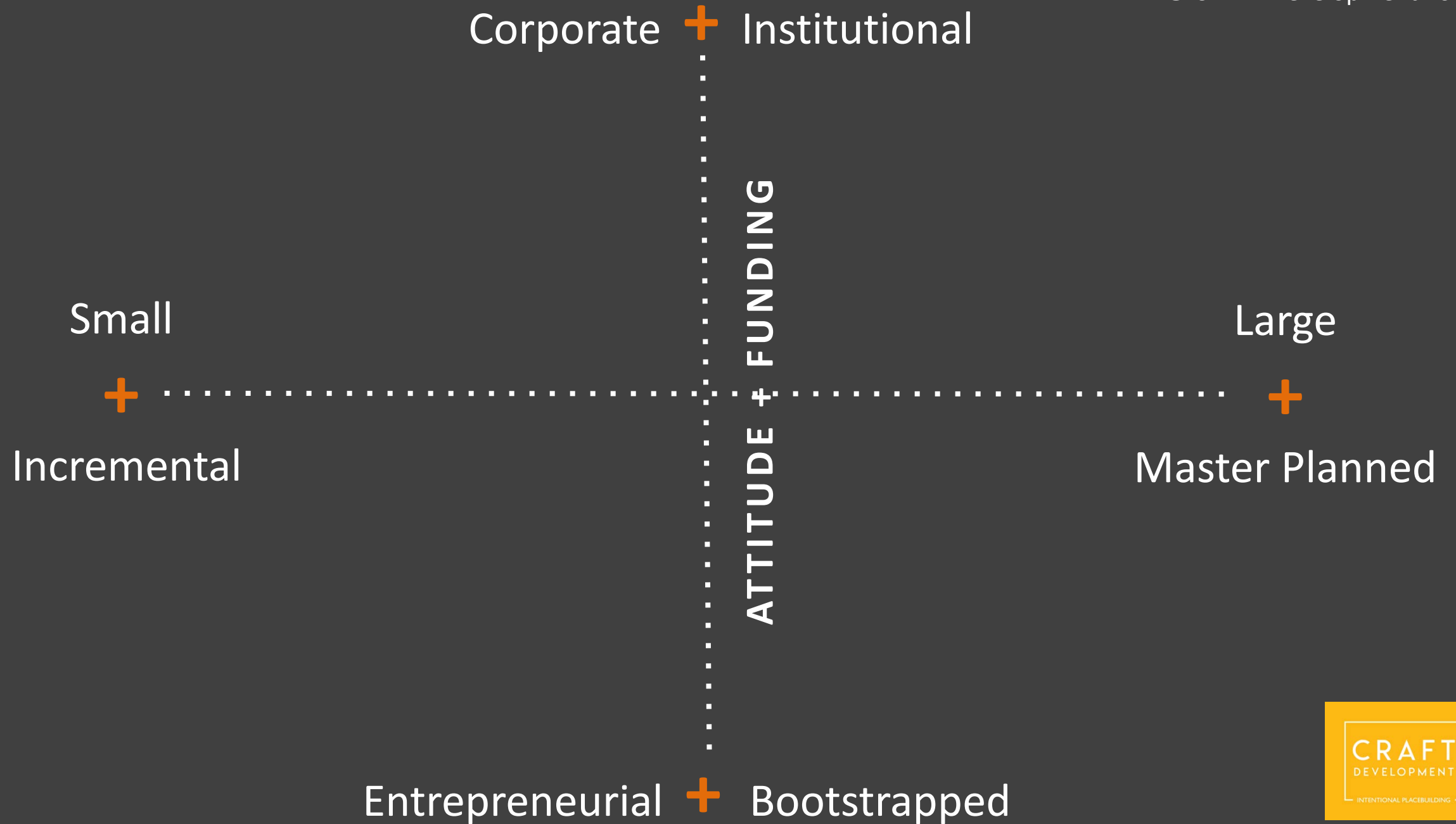
524

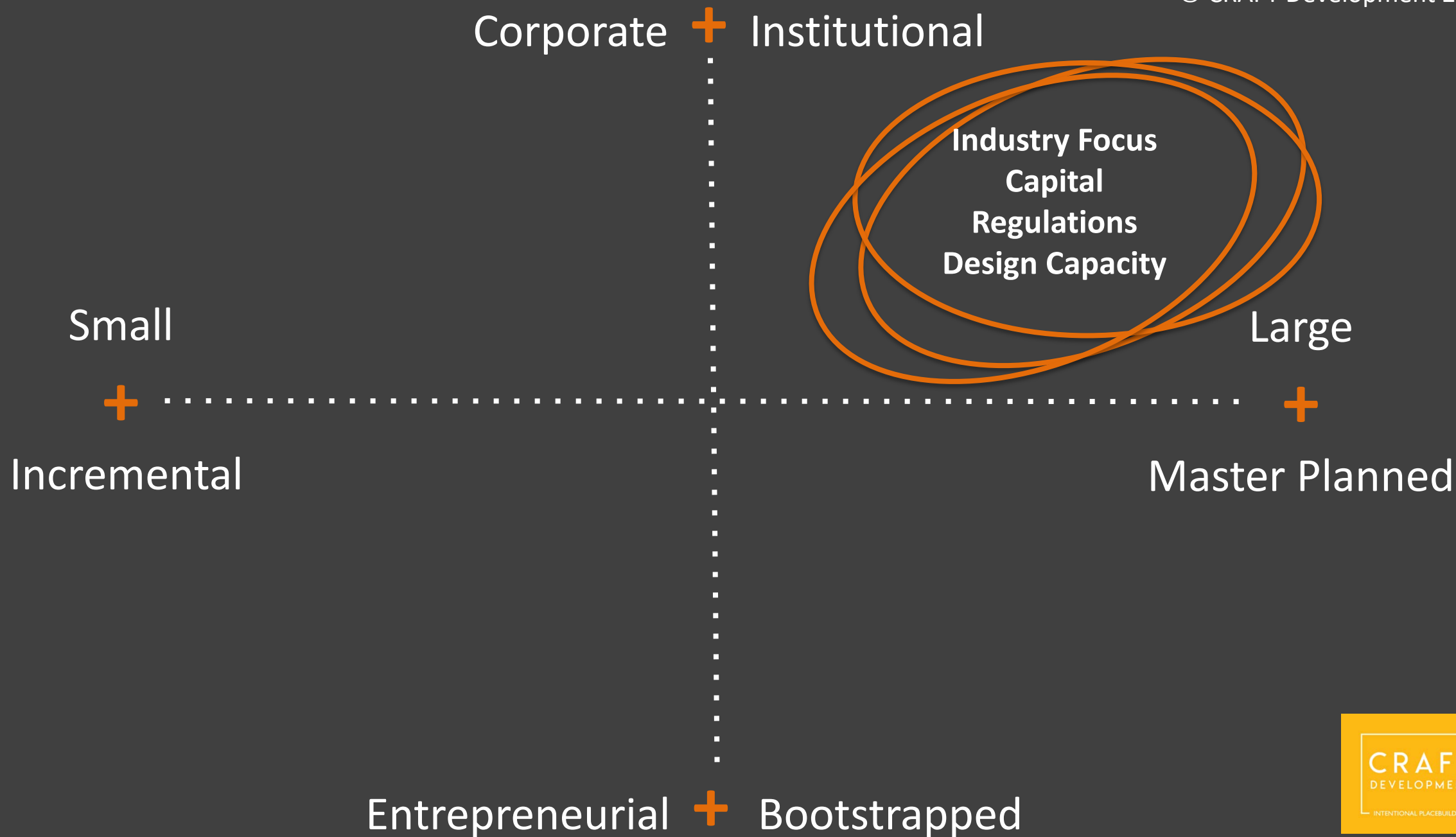
SMALL

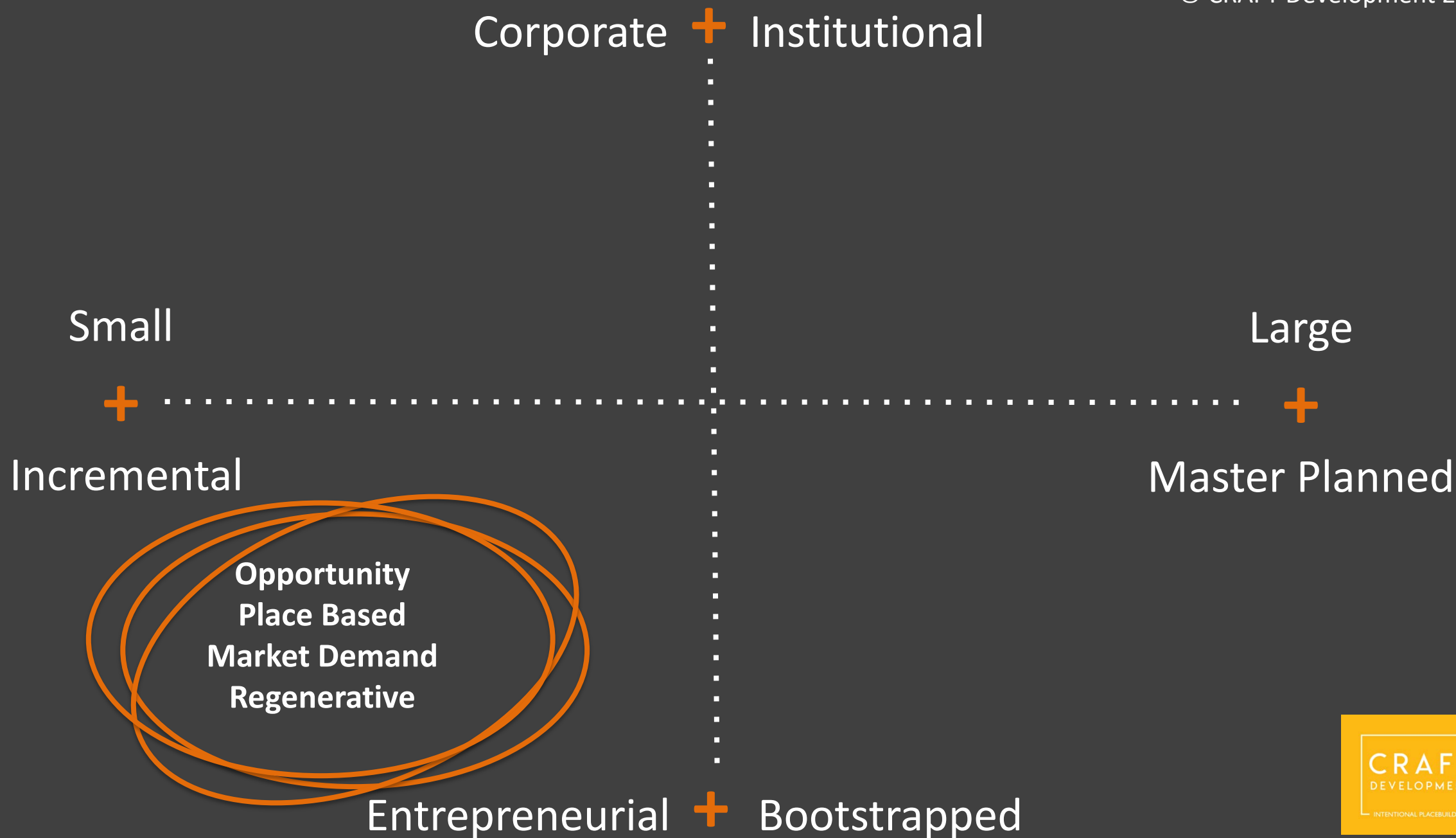
SMALL

Q2











SQUARE
FEET



COST



SOLE
USE



SINGLE
METRICS

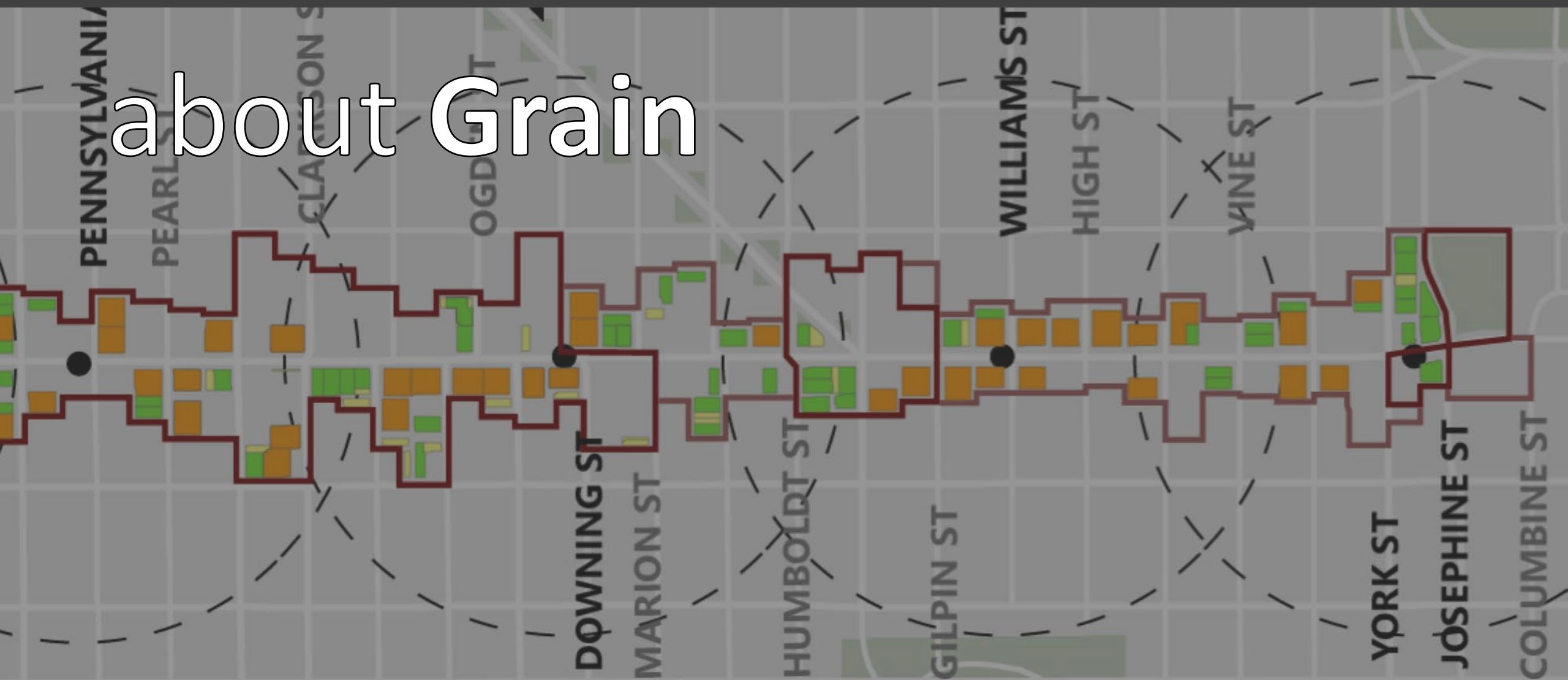
Small IS

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

Real Estate as the means to an end



about Grain



‘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

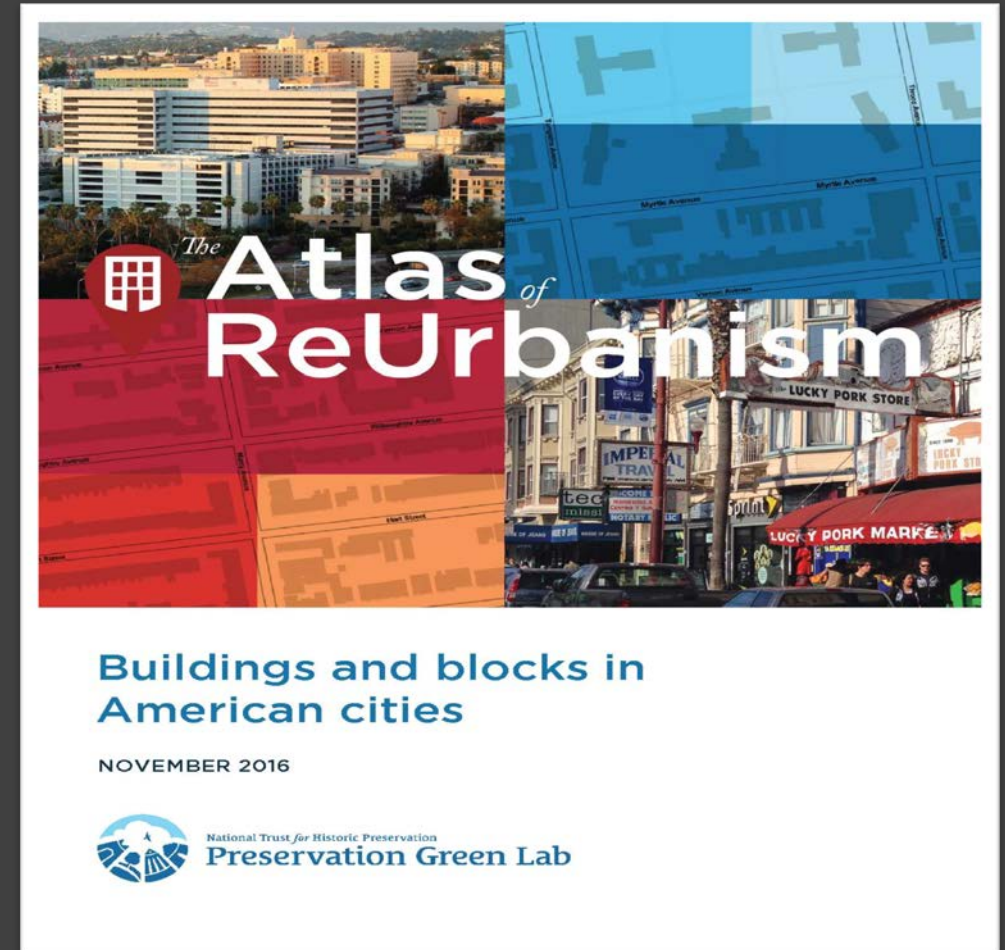
- more authentic, human-scaled, and interesting places.
- attracts talent, and hence the employers cities and towns want.
- leads to a healthier local economic ecosystem.
- is resilient—better able to withstand external shocks and recover more quickly afterward.

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





Carley Milligan/ Biz Journal



SMALLMANZ



GALLEY

smallmangalley.org











Art is not 'nice',
Its a value add strategy

2520

FOR MORE INFORMATION, CALL 1-800-4-A-FOOD
OR VISIT WWW.4AFOOD.COM

100

Figure 1

RECEIVED
JUL 11 1964
U.S. DEPT. OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION
WASHINGTON, D.C.







2018 Geels

Be something
Bruno Mars likes.





**Let's make
murals
happen.**



Thrive Mama

1758



PLAZA
WALLS
GALLERY



94

SMOOTH VALVE
CONTROL

94

THE MOST
VERSATILE
SPRAYPAINT

94

THE MOST
VERSATILE
SPRAYPAINT



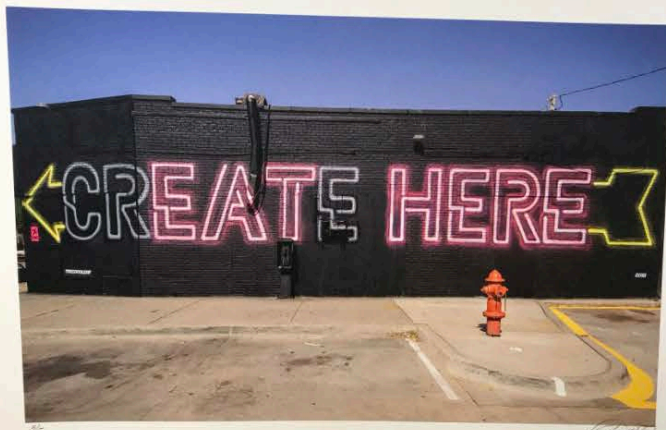
Hogty - Print
\$50.00



Kris Kanaly - Print
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Denise Duong - Print
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Curate,
Don't Lease









Riva



THE ZIPPER



Any Slice

Pizza by Slice





Phase Zero

Start before you build



<https://do502.com/venues/resurfaced>











THE ARCADE

Catenary light ceiling
and green wall corridor
to connect front and
back of space

ANTIQUARIUM

CRAFTWORK

THE BACK YARD @ CRAFTWORK

18/7 outdoor private patio space
with food and beverage facilities
for events or weekend service

- Outdoor seating
- Workbar
- Game tables
- Petanque court
- Rest rooms
- Overhead mood lighting
- Landscape

444 HEALDSBURG AVENUE

Adaptive reuse of Machine
Shop building for events, con-
ference, art displays, meetings
booked through CraftWork.
When not used for events, avail-
able to members as hot work
space

- 1600 SF open floor plan
- Maintain concrete walls
- New lighting and HVAC
- Daylight monitor for natural light
- Gallery wall space

THE FRONT YARD

Public courtyard with pop-up retail
and casual, moderately priced
food and beverage offerings

- Widened public sidewalk
- Outdoor cafe tables
- Food and beverage kiosks and
trucks
- Retail display
- Landscape and security fence

CITY PARKING LOT

HEALDSBURG AVENUE

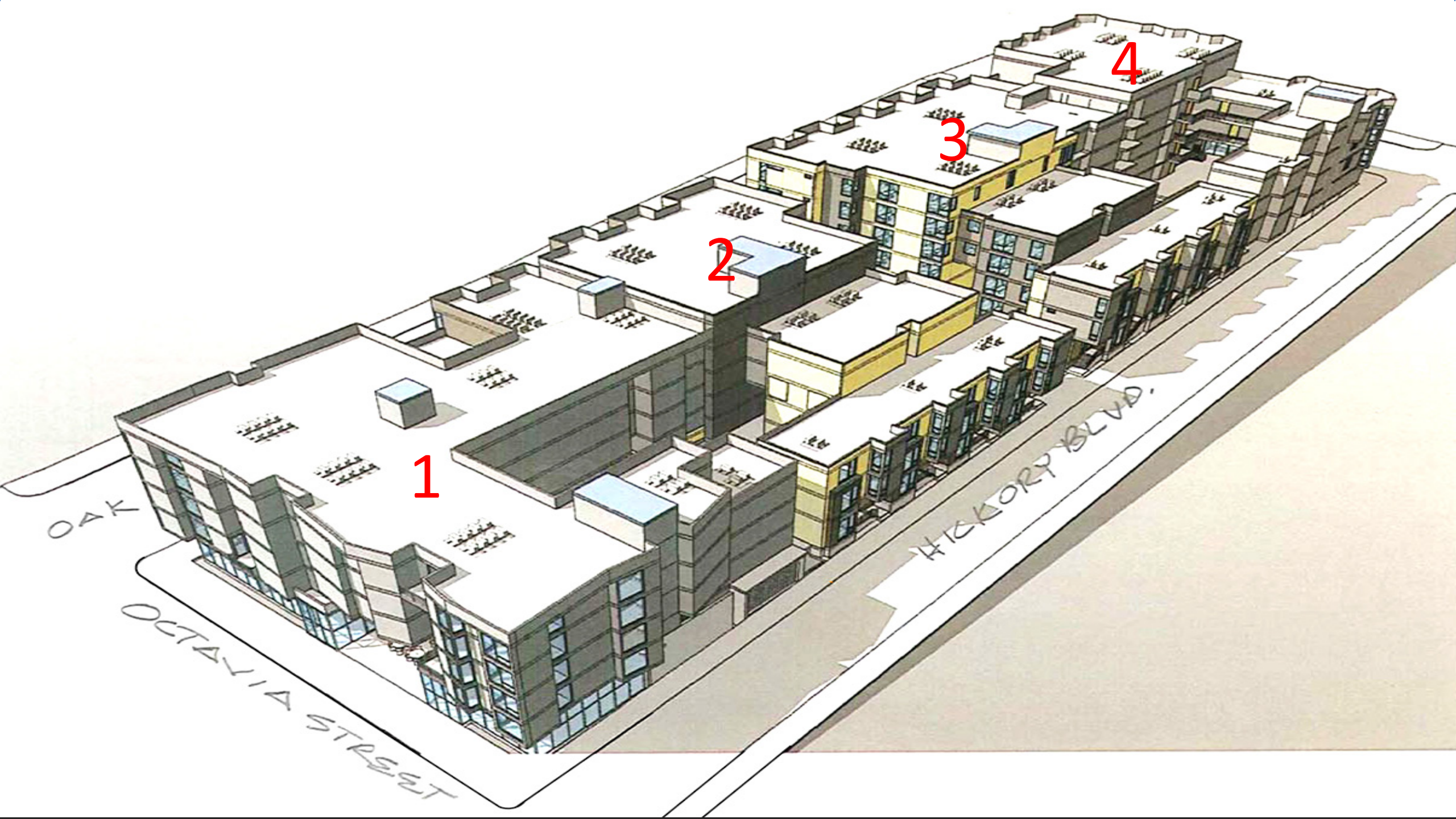
Big needs Small

Before











Its not easy
being Small

Q4

The big two:

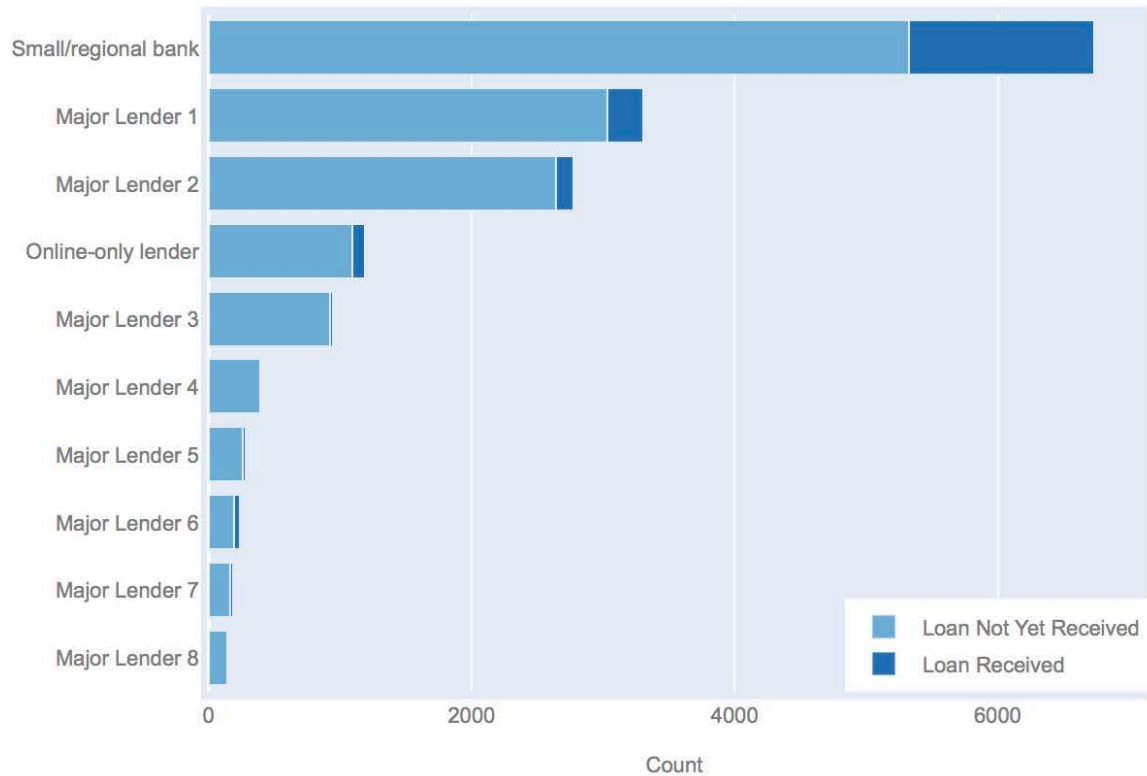
- Capital
- Regulations

Capital markets are focused on efficiency,
not effectiveness.

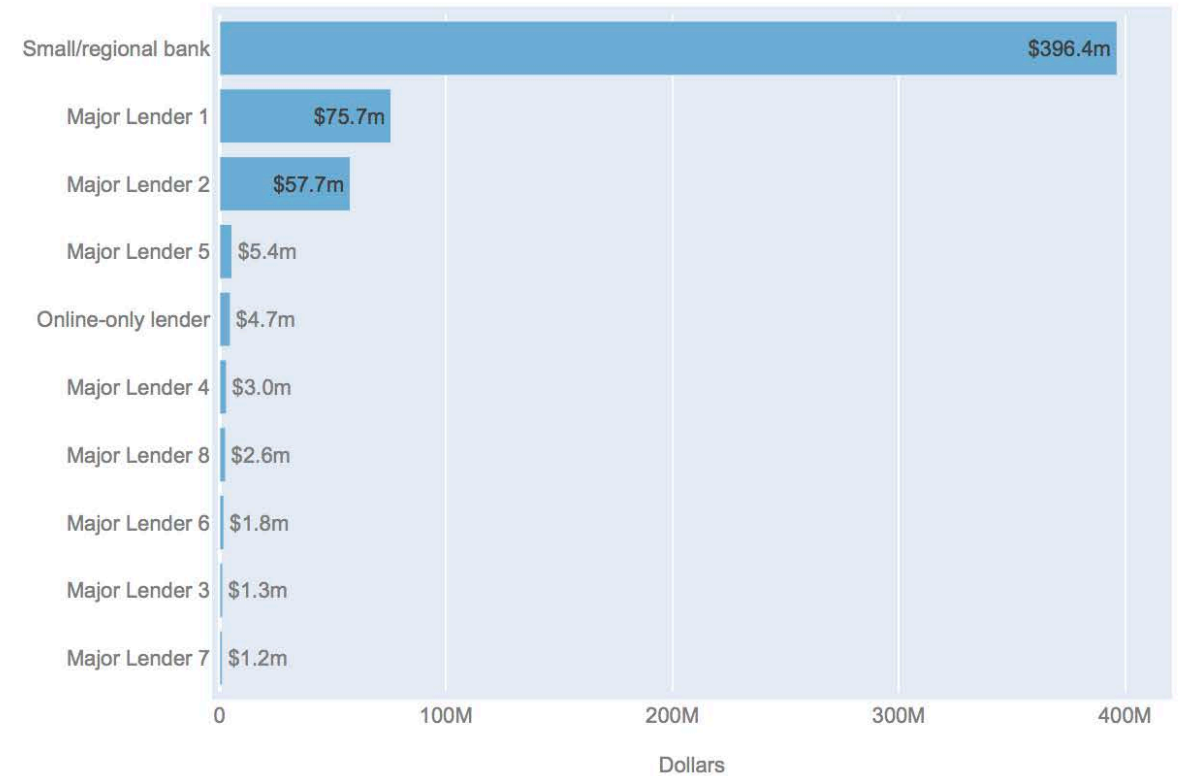
Tools:

- Community Banks
- Crowd Funding
- The Capital Cocktail

PPP Loan Applications by Lender



PPP Loan Dollars Awarded by Lender



<https://www.covidloantracker.com/data>

The background of the advertisement is a photograph of a brick building. A black metal staircase with a railing leads up to a window. The window has a blue frame and is partially covered by a black metal grate. The brickwork is a mix of light and dark tones.

New Tools

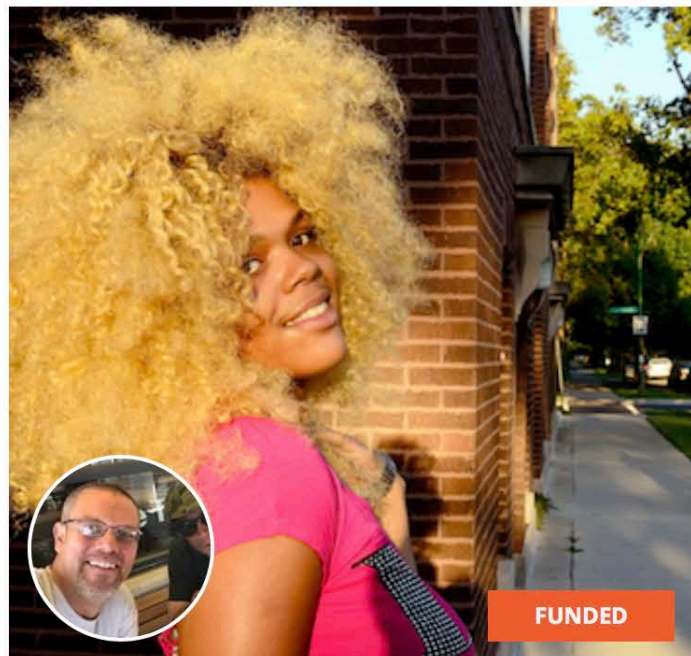
Start Now

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.



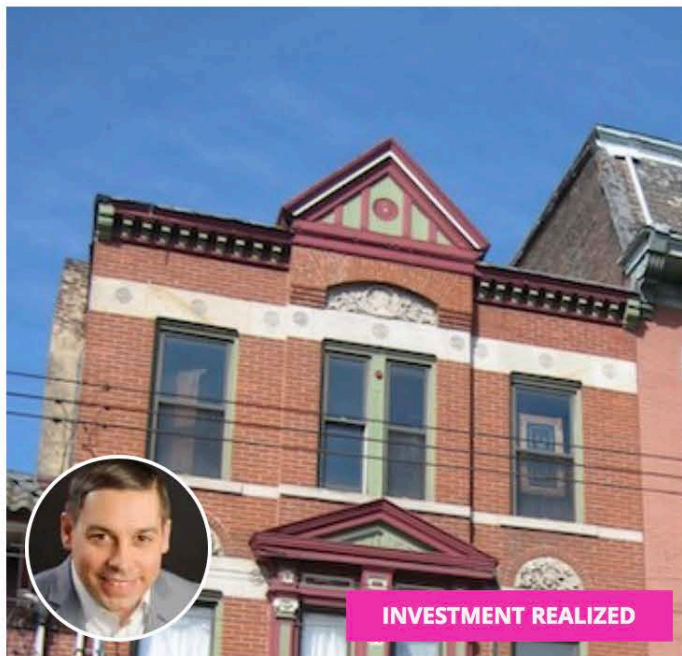
Innovation Houses

📍 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



Platform 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

BIG
Institutional Equity
Commercial Debt



SMALL
F+F Equity
Tenant Equity
Reg CF Equity
Grants
ED Funds
SBA Loans
Bank Loans

Tools:

- Culture Change
- Parking
- PPNP



Search...



PHX At Your Service

PHX Pay Online

Map It

Find Public Records

PHX Newsroom

Translate

City of Phoenix > Planning and Development > Development > Office of Customer Advocacy



Planning & Zoning



Online Project Tools



Commercial & Multifamily



Residential



Inspections



Historic Preservation



Map

SHAPE PHX

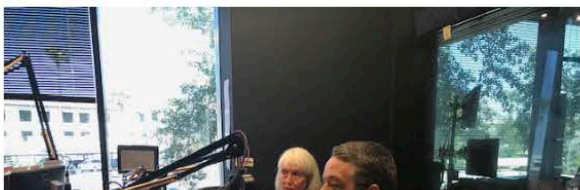
Topics A-Z



Office of Customer Advocacy



Listen in as Economic Development Program Manager Sam McAllen and Historic Preservation Officer Michelle Dodds speak with Silent Witness on this [Adaptive Reuse](#) about Adaptive Reuse and how it impacts our communities.



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



Our goal is to make your experience as seamless as possible and provide you the highest level of service.

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



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 uses

LEAN URBANISM

MAKING SMALL POSSIBLE

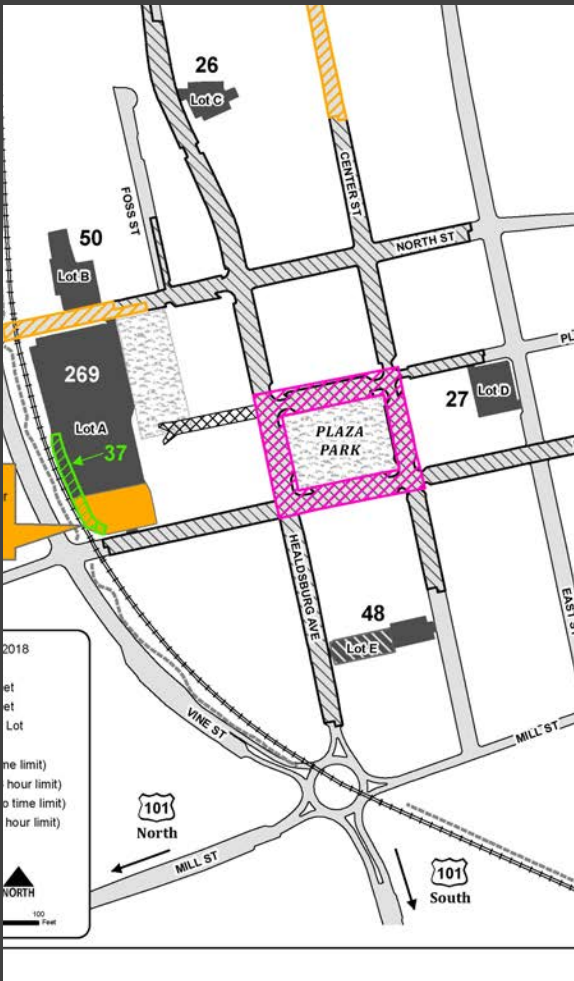
reducing the resources required for compliance

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






Miami's Parking Deregulation Will Reduce Housing Costs



Scott Beyer Former Contributor ↗

 This article is more than 3 years old.

2014-07 Rendering SW Context.jpg

(A rendering of the two buildings under construction by Andrew Frey, owner of the development firm... [+]

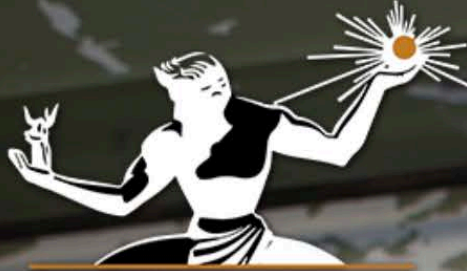
One of the great thought experiments in modern urban planning is to consider just how much cheaper life would be if the government didn't enforce minimum parking requirements. Academics like UCLA professor Donald Shoup, for example, have noted that these mandates raise construction costs for housing, retail and office space, especially in dense cities, where building parking is both more expensive and less necessary. For this reason, several cities have deregulated at least certain aspects of their parking codes. Miami has done this for much of its new housing stock, and appears to be reaping the benefits through cheaper and more abundant units.

This began in 2010, when the city passed Miami 21, a form-based code that, among other things, waived minimum parking requirements for newly-constructed buildings downtown. According to an MIT study written four years later, this dramatically reduced construction costs and produced a boom in high-rise development, including several projects without parking facilities period. But the more crucial move may have occurred in October of 2015, when city commissioners passed an amendment exempting certain small developments outside downtown from parking requirements as well. Buildings would have to be under 10,000 square feet, within walking distance of intensive transit corridors, and away from single-family areas, where they might produce spillover traffic. Before then, such buildings would have had to provide 100 parking spaces per building.





Image Credit: RpiCity Photography



MOTORCITYMATCH

DETROIT'S BUSINESS CHALLENGE

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**2018 Grant Winner
BOABAB FARE**



Q5



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

Building Small *Fall 2020*

