

The background of the slide features silhouettes of construction workers and machinery against a sunset sky. On the left, a worker in a hard hat holds a walkie-talkie. In the center, two workers are digging with shovels. On the right, the arm of an excavator is visible. The sky transitions from a bright orange glow at the horizon to a deep blue at the top.

So you want to be a Developer?

2017 ULI Entrepreneurial Developers Workshop
January 25-26 | Marina Del Rey, CA

Jim Heid, FASLA

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jim@urbangreen.net

Ask yourself....



To 'Do' Real Estate?

“..all land and improvements that are immovable”

Webster's Dictionary



Or to Shape the Built Environment?

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

Wikipedia



Are you a Dealmaker?



...or a Placemaker?

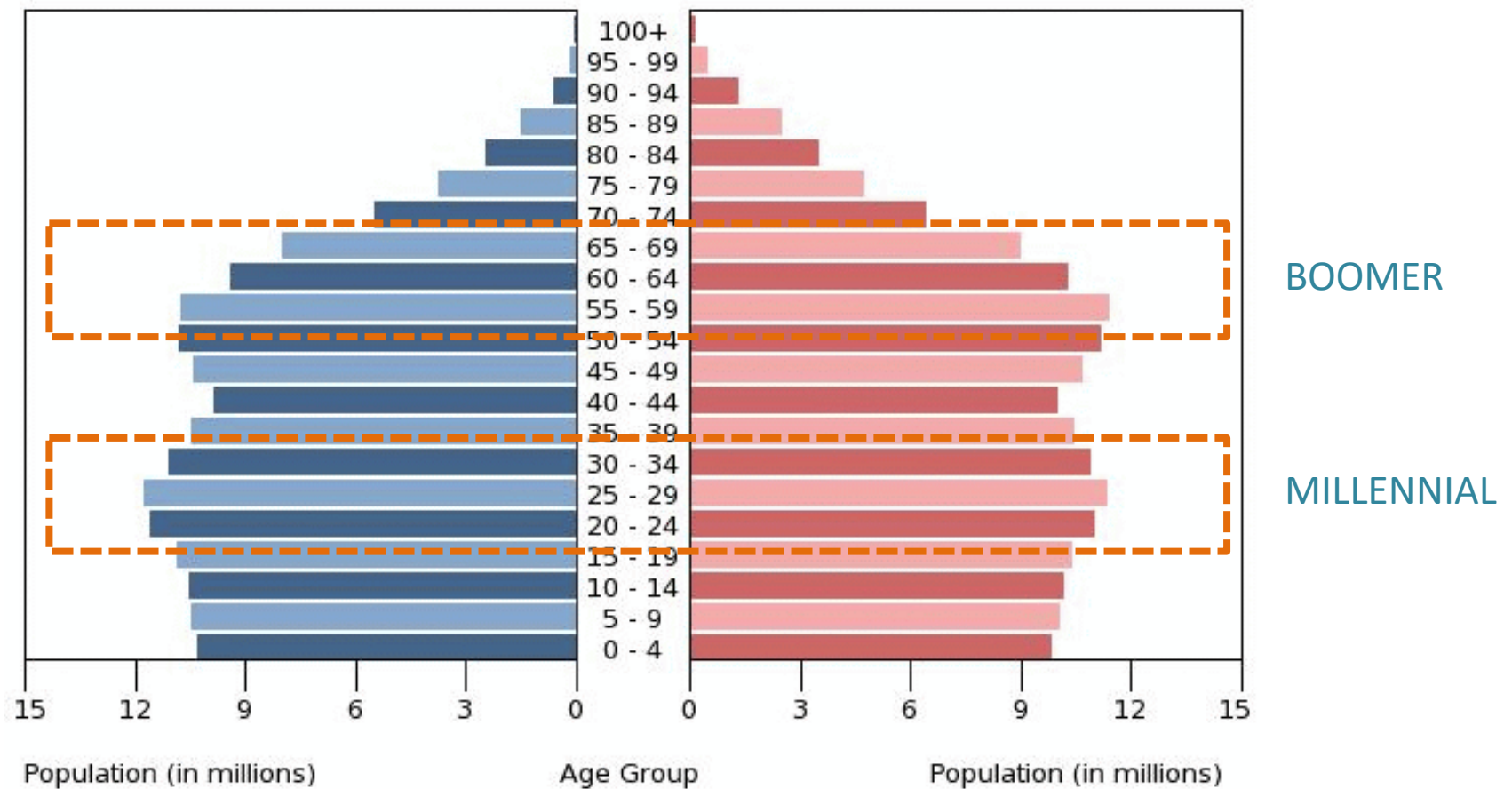


Rainey Street, Austin TX

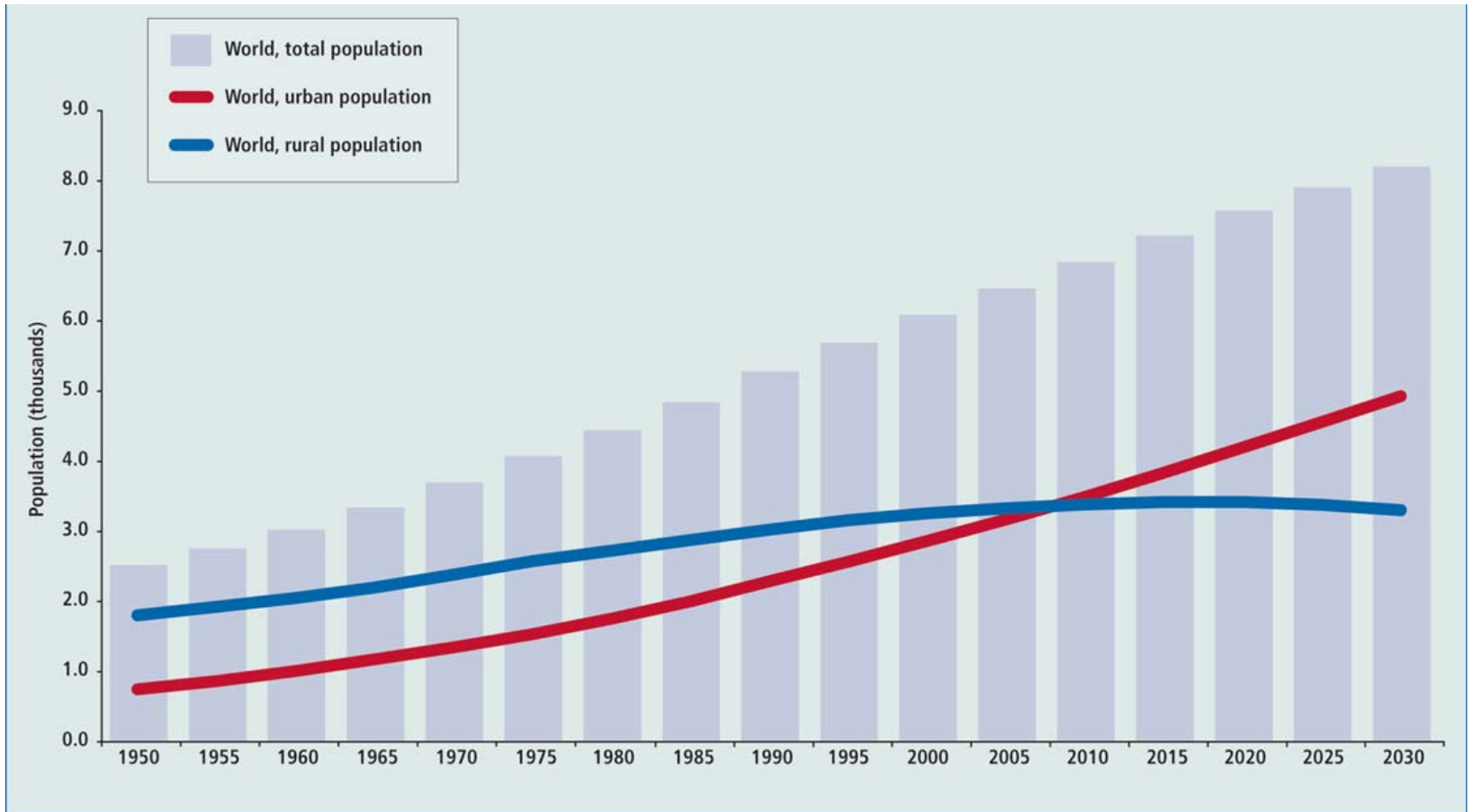


The Perfect Storm for Place

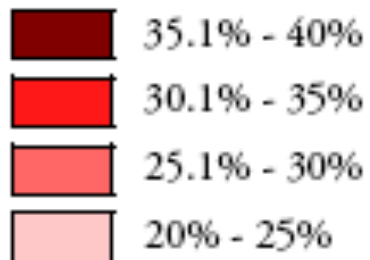
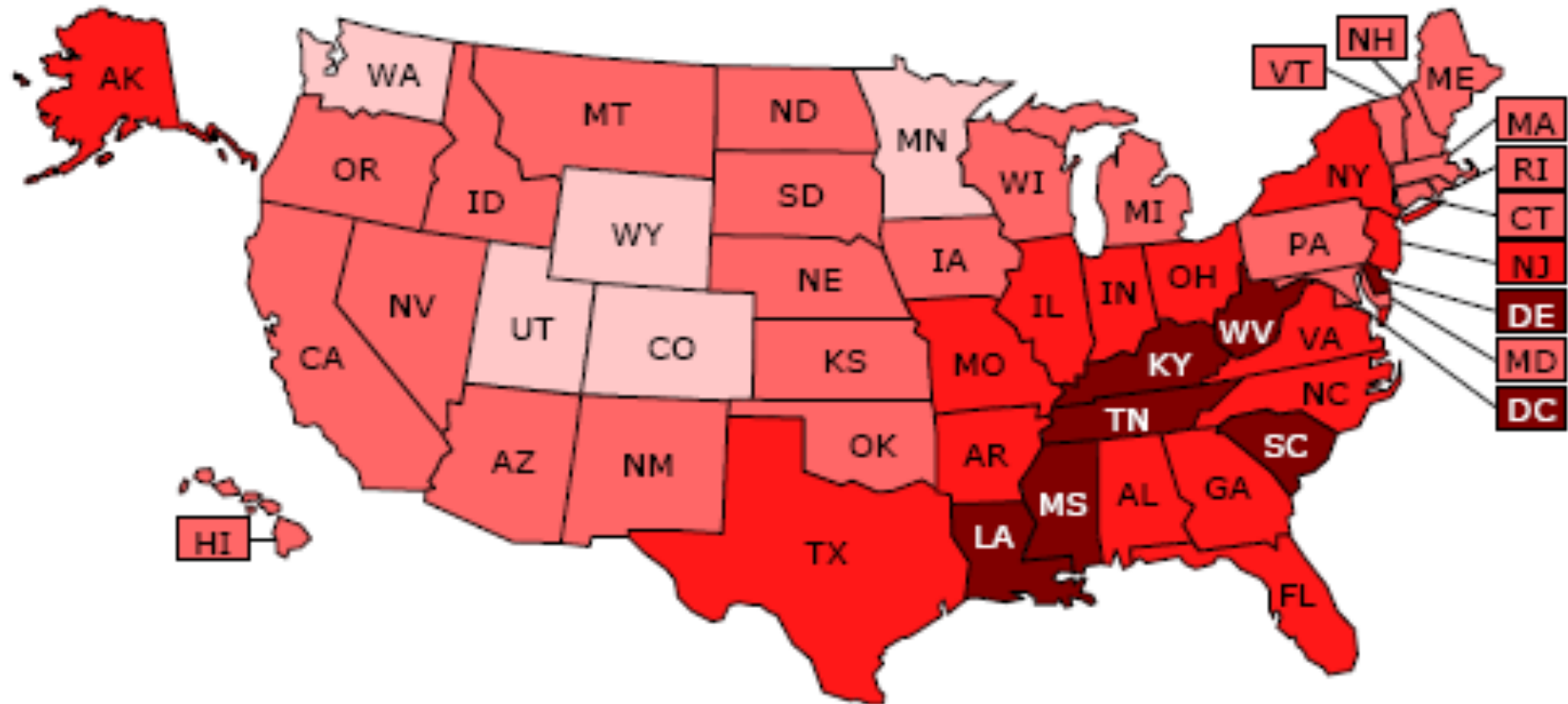
A Historic 'Dumbbell'



An Urban Tipping Point



Metrics Beyond IRR



Obesity Rates as % of Population

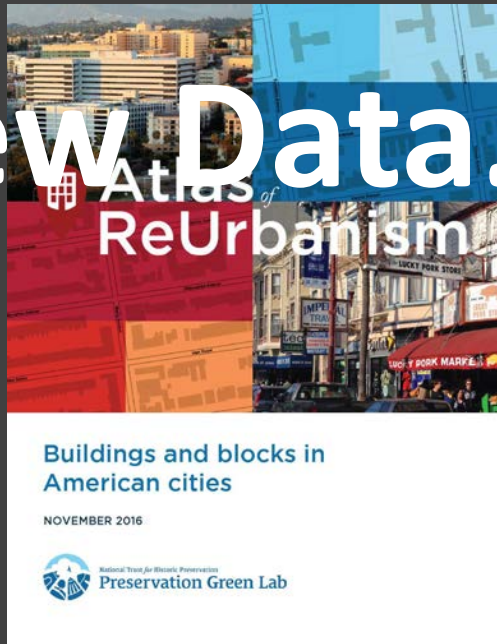
And 'Clients' We've Forgotten

**WHOSE CITY ??
OUR CITY!!**

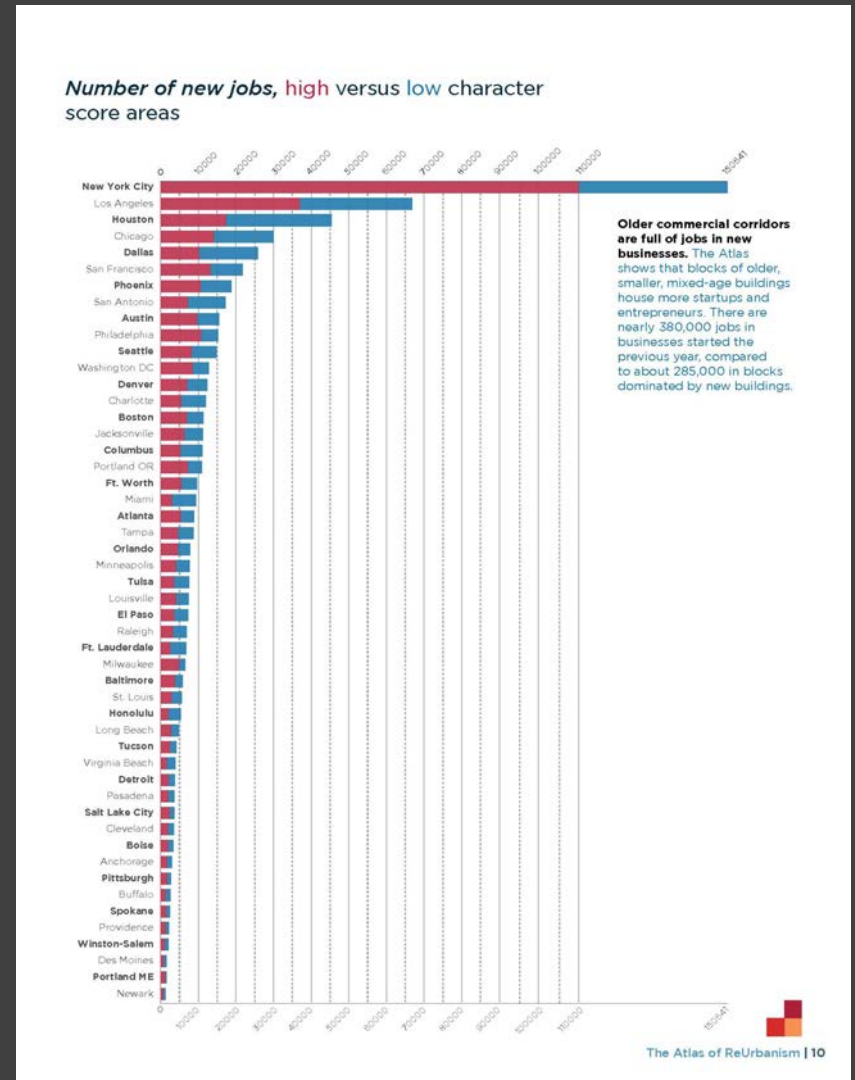
THE BROOKLYN ANTI-GENTRIFICATION NETWORK



New Data...



“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.”





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.

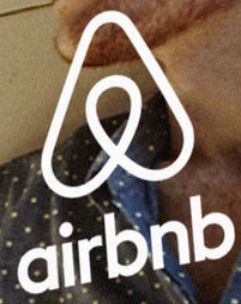


New Paradigms



Welcome
to Madrid

MAS
PAZ



14'h 48'w

964724

CB

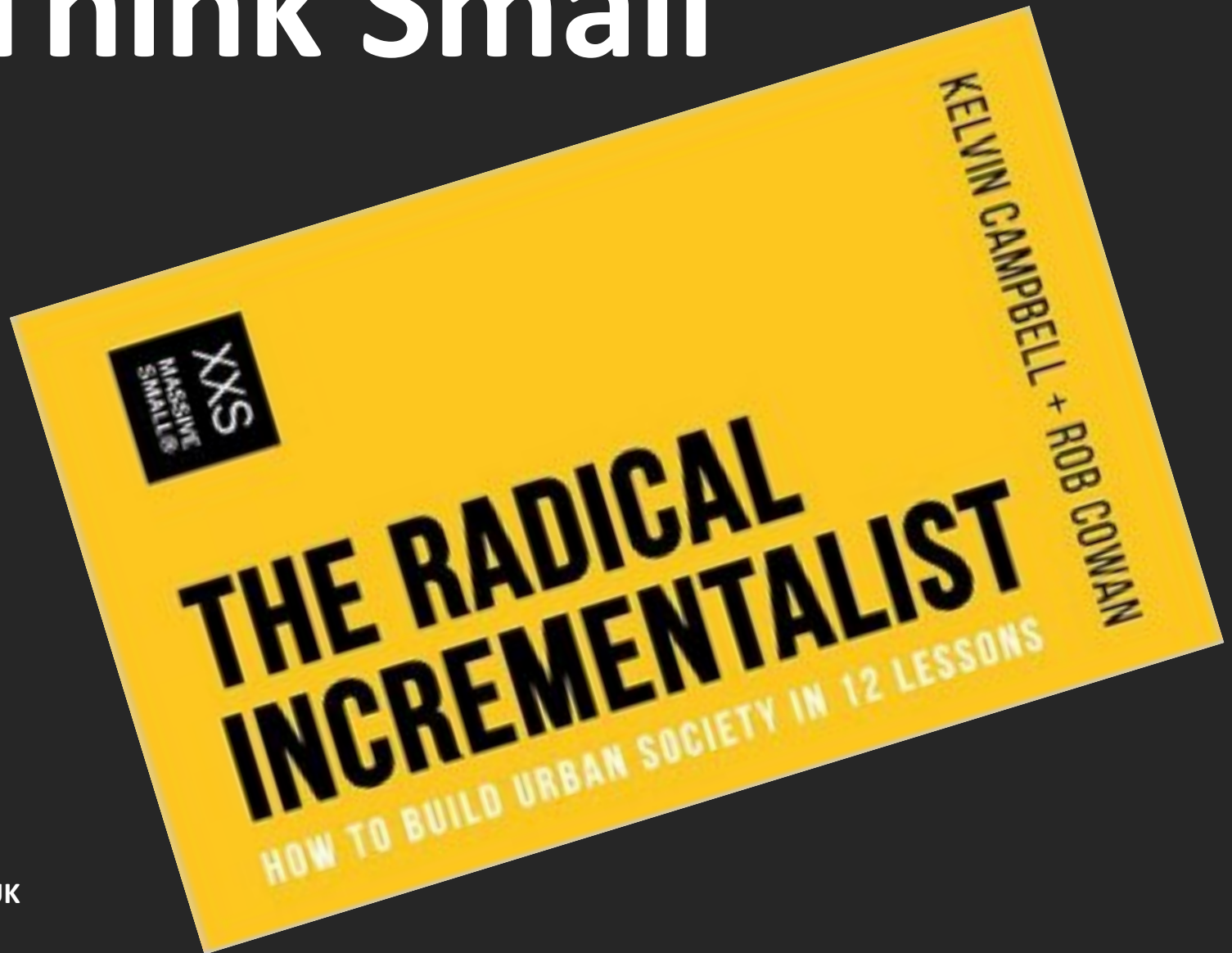
New Paradigms

Its time to...



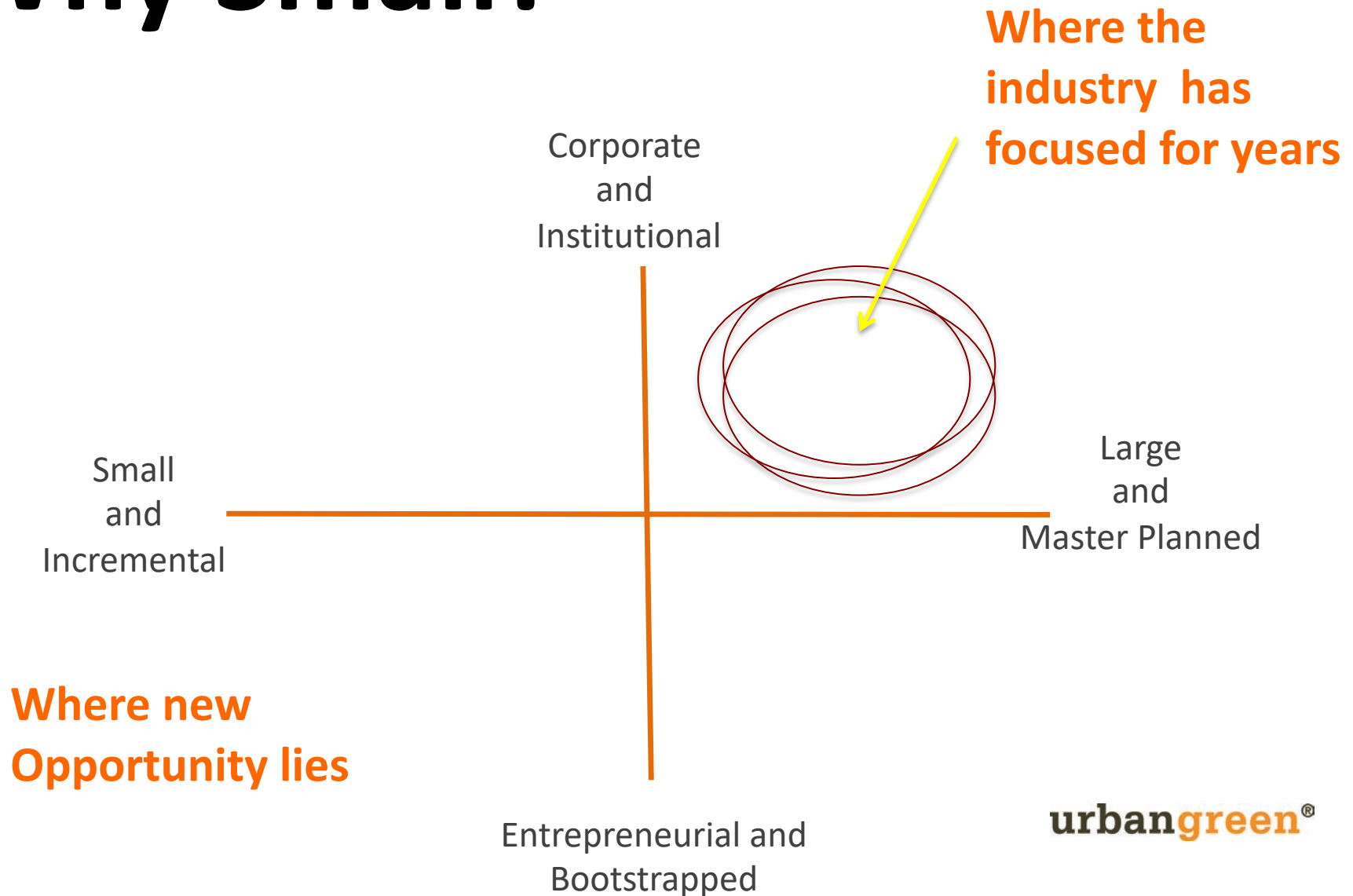
Think different

To Think Small

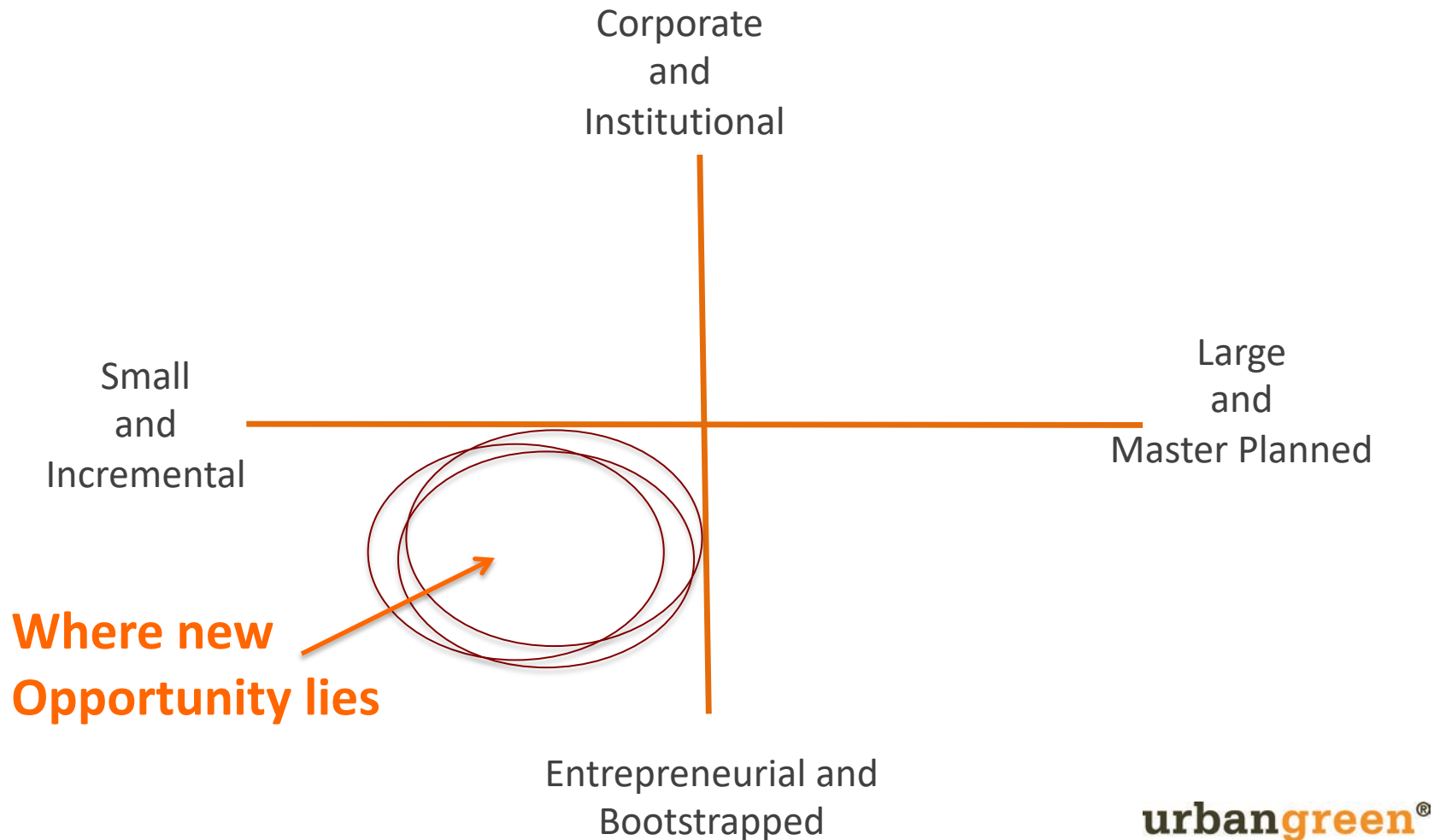


Massive Small, UK

Why Small?



Why Small?





Five years of
living Small

Seattle 2013

A wide-angle photograph of the interior of Melrose Market in Seattle. The market is a large, open space with a high ceiling featuring exposed wooden beams and several hanging pendant lights. In the foreground, there are several wooden crates and baskets filled with fresh produce, including bunches of pink and orange daisies, green leafy vegetables, and baskets of red and orange carrots. To the left, there are more floral arrangements and a wooden display case. In the background, several people are walking through the aisles, and a person with a cane is visible on the right. The overall atmosphere is bright and lively, with natural light coming from large windows at the far end of the market.

Melrose Market, Seattle

New Orleans 2013



800 Magazine New Orleans, LA

Austin 2014



San Jose, Austin

Miami 2015



Wynwood District, Miami

Phoenix 2015



The Newton, Phoenix, AZ



Pittsburgh 2016

Ace Hotel, Pittsburgh

Denver 2016



Turntable Studios, Denver



Denver 2016

Turntable Studios, Denver

What have we learned?



Importance of Phase 0



Proxy SF, San Francisco

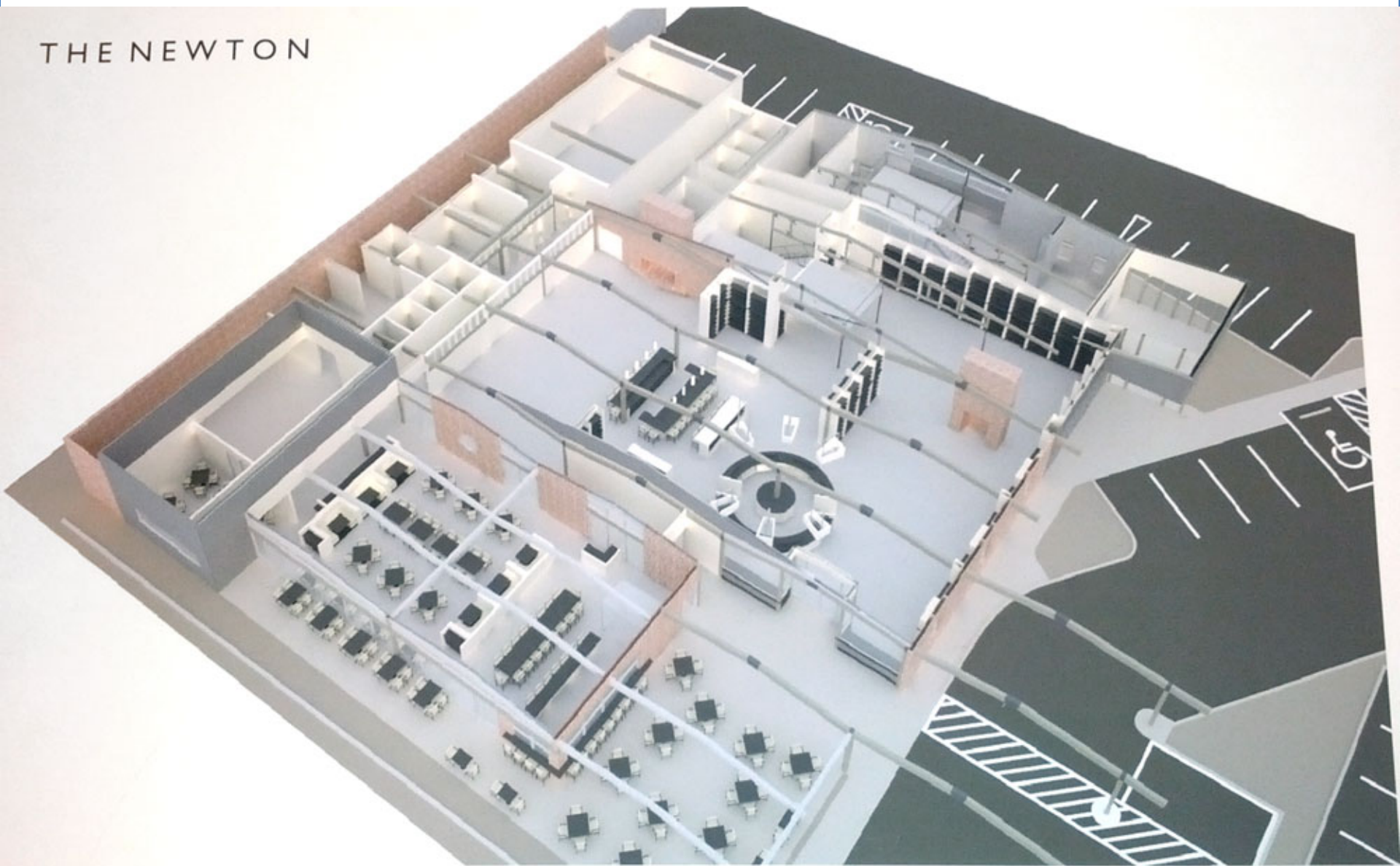


**Don't Make
TV Dinners.**

A close-up, top-down view of a white bowl filled with a rich, brown gumbo. In the center, a mound of white rice is topped with a dusting of red seasoning and fresh green herbs. Surrounding the rice are large, succulent shrimp, thick slices of sausage, and various vegetables including green bell peppers and okra. The entire dish is submerged in a thick, dark brown sauce. The text "Make Gumbo." is overlaid in white, bold, sans-serif font across the lower-middle portion of the image.

Make Gumbo.

THE NEWTON



JOHN DOUGLAS ARCHITECTS
05.02.2013



Don't Lease.





Curate.



The image shows a large-scale art installation. The entire background is composed of hundreds of cassette tapes, likely from the 1980s or 1990s, arranged in a dense, overlapping grid. The tapes are of various colors, including white, black, blue, red, and yellow. Some tapes have labels, such as "M.C. FIELDS" and "THE POLICE SYNCHRONICITY". The tapes are arranged in a way that creates a textured, three-dimensional effect. The lighting is even, highlighting the details of the tapes and their labels.

Art is not 'nice'.



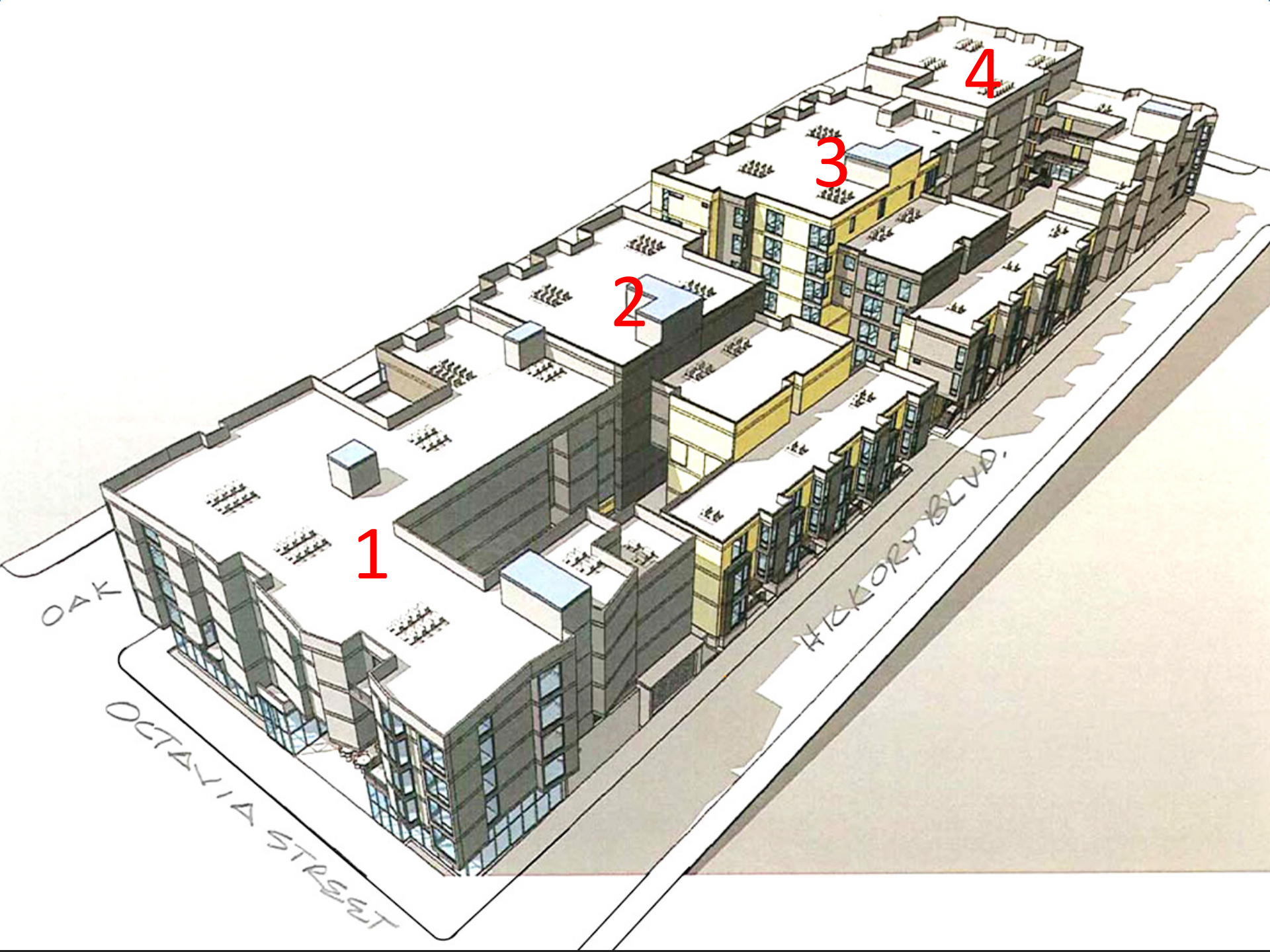
It's a strategic tool to
create value

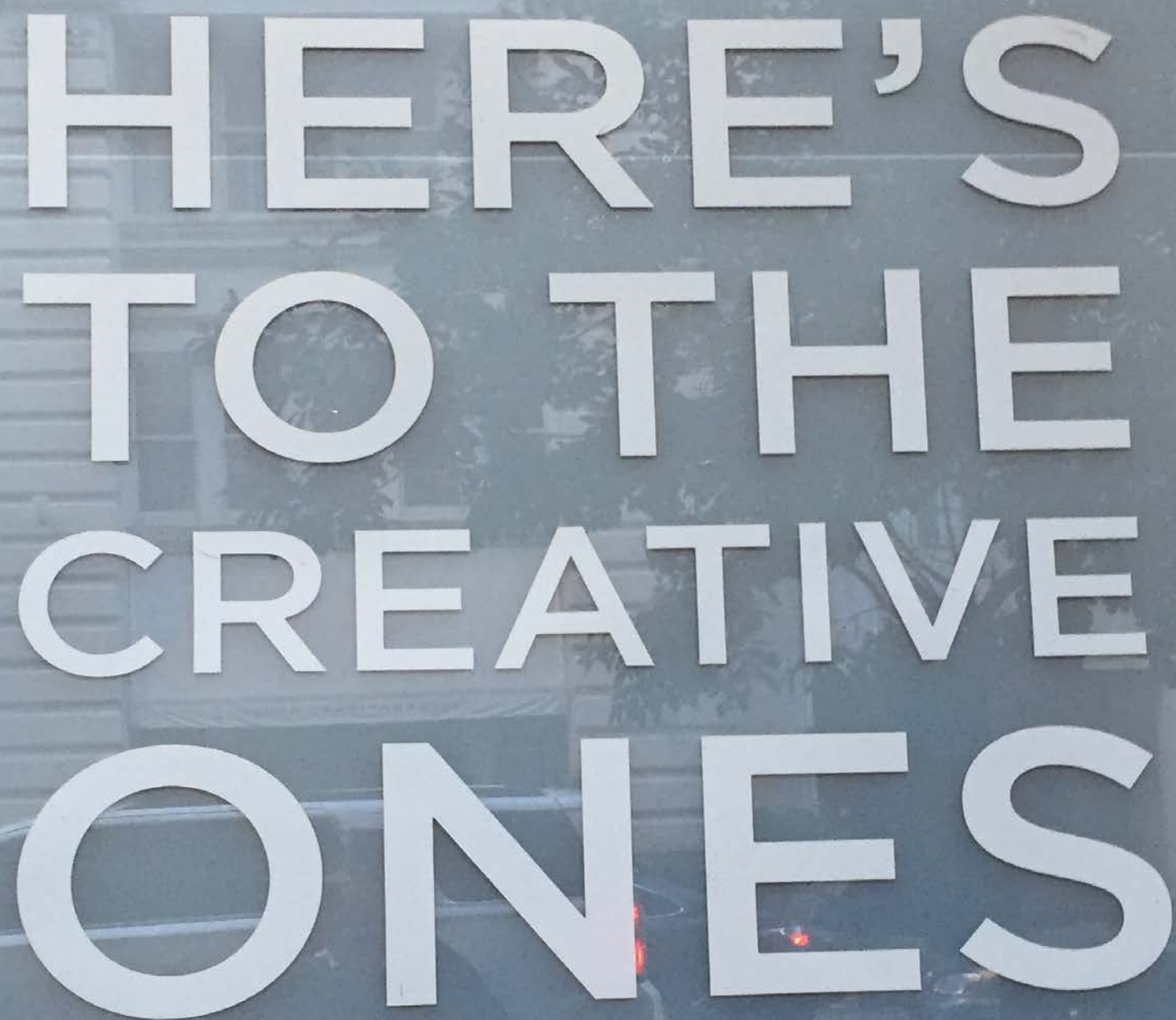
People Love Small (think approvals)



But Small Can Be Big





The background is a blue-tinted photograph of a city street. In the foreground, the rear of a dark-colored car is visible, with its taillights glowing red. In the background, there are multi-story buildings with windows and some trees. The overall scene is slightly out of focus, emphasizing the text overlay.

HERE'S
TO THE
CREATIVE
ONES

“If you want to study the
ENTREPRENEUR, study the
JUVENILE DELINQUENT.

The delinquent says with their
actions ‘THIS SUCKS’.

I’m going to do my own thing”

Yvon Chouinard

What Will You Do?

Learn More:

uli.org/programs/education/uli-real-estate-entrepreneur-programs/

www.savingplaces.org

www.urbangreen.net

www.massivesmall.com

jim@urbangreen.net