Jim Heid, FASLA

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Jim is a real estate developer and strategic real estate advisor focused on the tools and techniques that lead to a more sustainable built environment. His consultancy - UrbanGreen® - advises government agencies, real estate companies and legacy landowners across the globe. In 2017, Jim founded CRAFT, a real estate company focused on incremental development and intentional place-building.

An active member of the Urban Land Institute (ULI), Jim has participated in over 15 Advisory Service Panels, most recently Chairing a panel looking at Tower Renewal in Toronto, Canada (2019), and deep dive into Napa’s Oxbow District (2018). He writes and speaks regularly on sustainable design, resilience, and the value of small scale, incremental development. His new book – Building Small: A Handbook for Real Estate Entrepreneurs, Civic Leaders and Great Communities – provides a detailed look at the why and how of fine grained development based on national research and Forums in over 15 cities. The book makes the case for how small scale development provides a more economically resilient and socially impactful approach to building and regenerating communities, as a counterpoint to more common institutional methods.

Trained as a landscape architect at the University of Idaho, Jim went on to receive a Masters in Real Estate Development from MIT as way to more effectively integrate economics, development and design thinking.