

# Saving Spaces...



A group of people are gathered in a modern, industrial-style space, likely a co-working office or event space. The room features large, arched windows with a mural of a city street scene. A circular sign with a stylized woman's face hangs from the ceiling. People are engaged in conversations, some holding drinks. The overall atmosphere is professional and collaborative.

# To Create Places.

**Jim Heid** FASLA,  
Founder Building Small, LLC

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# Small Matters

[why you should care]



Antique Harvest

h2 Hotel

Hotel Healdsburg

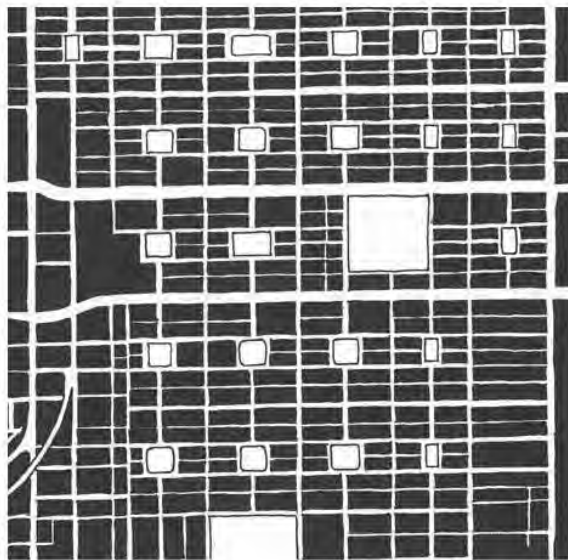
Healdsburg Plaza

# GRAIN

235 Healdsburg Ave

HEALDSBURG AVENUE, Healdsburg  
Image Credit: David Baker Architects

Healdsburg Classics



# ‘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

# AUTHENTICITY





City  
PARK

1332

NO  
TRESPASSING



seaco

SEGU 103639 4  
2261  
MGW 30 480 KGS  
87 200 LBS  
Tare 2 188 KGS  
4 810 LBS  
Payload 28 307 KGS  
62 300 LBS  
Seaco 500  
Bridgetown,  
Barbados

CITY PARK

A vibrant, industrial-style workshop with yellow and red accents. The space is filled with various pieces of machinery, including what appears to be a vinyl record pressing machine in the foreground. A worker in a black cap is visible in the mid-ground. The ceiling is high with exposed pipes and several green pendant lights. The background features large, colorful circular graphics on the wall. The overall atmosphere is one of a modern, creative manufacturing environment.

# ECONOMY + EQUITY

THIRD MAN RECORDS, Detroit, MI



1734 A



KAS SIDE

Abri Chanel

Abri Chanel

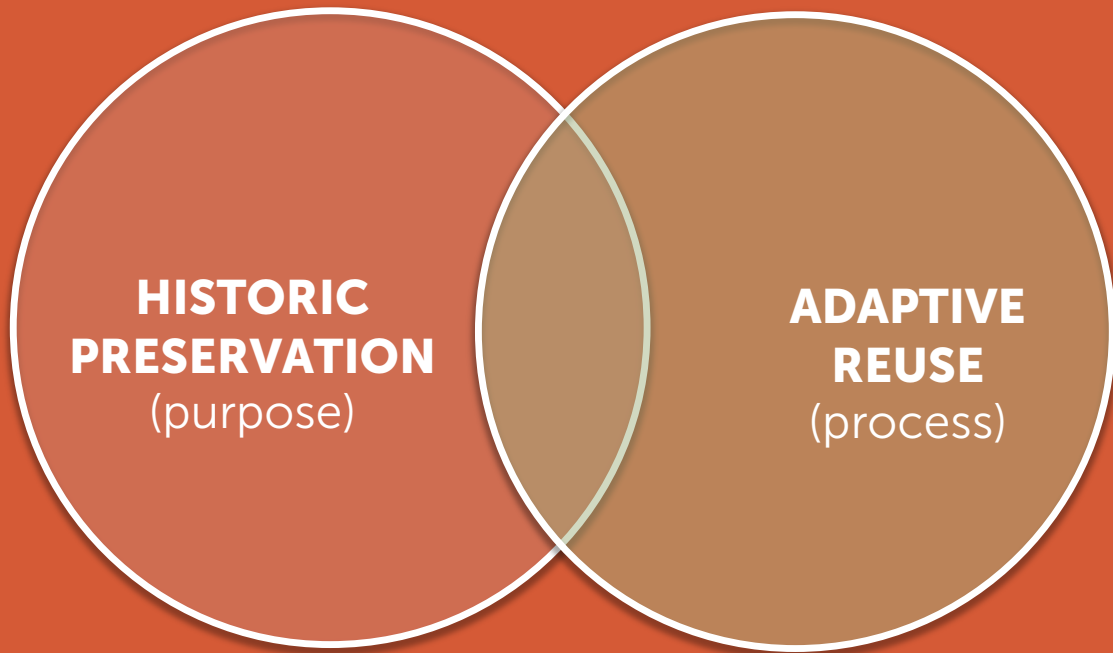
**‘..fine grained development – old and new – is a key factor in the economic success of communities.’**

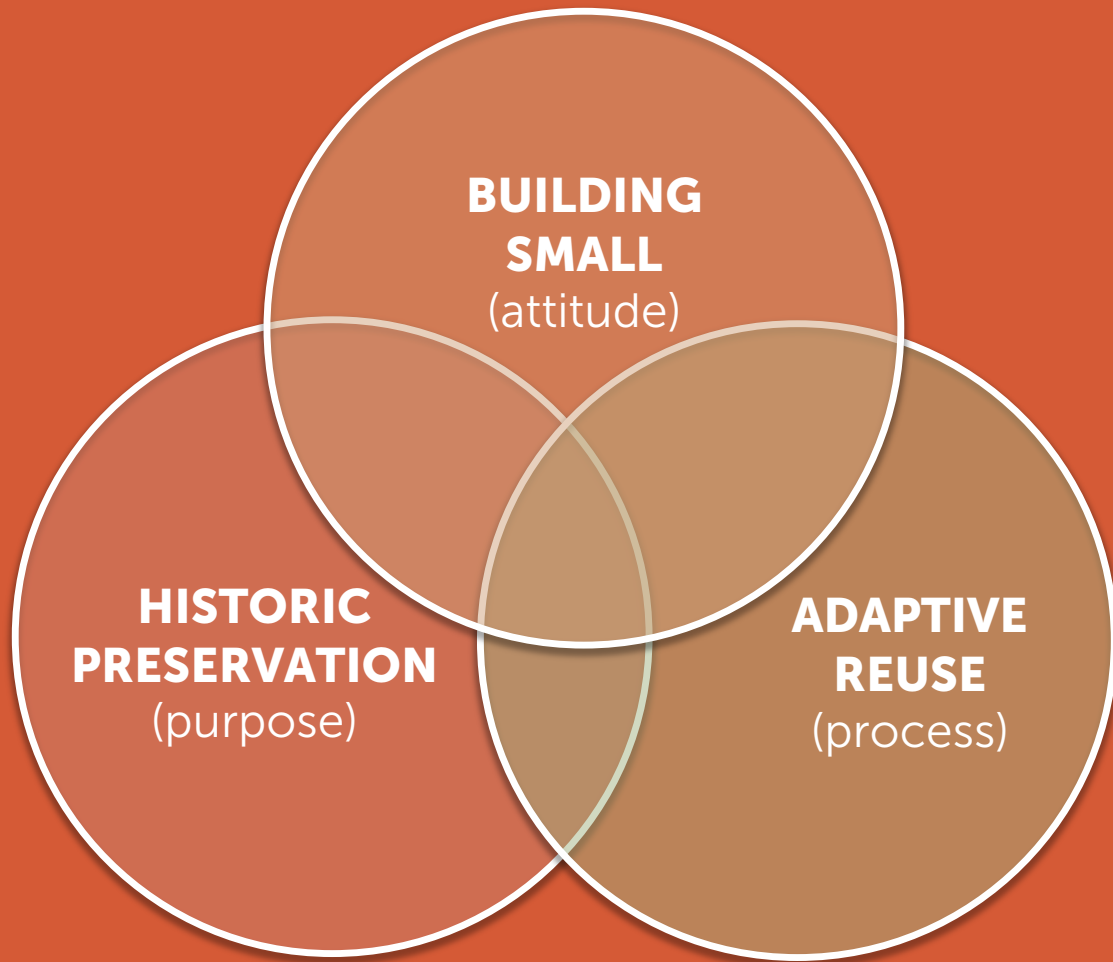
Older, Smaller, Better 2014

# How Building Small Creates PlaceS



**HISTORIC  
PRESERVATION**  
(purpose)





**BUILDING  
SMALL**  
(attitude)

**HISTORIC  
PRESERVATION**  
(purpose)

**ADAPTIVE  
REUSE**  
(process)



**PLACE**

**BUILDING  
SMALL**  
(attitude)

**HISTORIC  
PRESERVATION**  
(purpose)

**ADAPTIVE  
REUSE**  
(process)



# Bella Grace

Charleston, SC

Geoff D'Antonio

All Images: Leonid Furmanov  
small



**HOTEL BELLA GRACE**, Charleston, SC  
Goff D'Antonio Architects, Image: Paul Cheney



**HOTEL BELLA GRACE, Charleston, SC**



# Open Air School

Columbus, OH

The Kelley Companies

BUILDING  
small





**OPEN AIR SCHOOL**, Columbus, OH  
The Kelley Companies, Image: Lauren K Davis / Feinknopf



**OPEN AIR SCHOOL**, Columbus, OH  
The Kelley Companies, Image: Lauren K Davis / Feinknopf



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The Kelley Companies, Image: Lauren K Davis / Feinknopf



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The Kelley Companies, Image: Lauren K Davis / Feinknopf



**OPEN AIR SCHOOL**, Columbus, OH  
The Kelley Companies



**OPEN AIR SCHOOL**, Columbus, OH  
The Kelley Companies, Image: Lauren K Davis / Feinknopf



# 2000 Vine

Kansas City, MO

Phronesis



Red graffiti on the upper left wall.

White graffiti in the leftmost archway.

Green and black graffiti in the second archway from the left.

Blue and red graffiti on the third archway from the left.

Large black and grey graffiti in the fourth archway from the left.

White and green graffiti in the fifth archway from the left.

Red graffiti on the far right wall.











# CraftWork

Healdsburg, CA

CRAFT Development











BOK, Philadelphia, PA

# BOK

## Philadelphia, PA

Scout Ltd

BUILDING  
small



# BOK

# DIRECTORY

6

FABSCRAP  
making the world sustainable

The Bowery  
Presents

Gifts Inc.

LCDennin Studio

Lace In The Moon

SKOVES ART

Symone Salib  
Studio

Occasionette.com

Carolyn Cannuscio

Wild Cl

5

Lobo  
Mau

Tuft the World

Art Sphere Inc.

Big Sound LLC &  
Braxton Guitars

Morgan  
LTD

Alex  
Wasserman, MFT

Tony Havrilla

Jen Riley

Kara  
Howland  
Design

4

SK  
Consulting

Mt. Airy Custom  
Furniture

Second Daughter

Texture Florals

Gustavo Prado  
Studio

Studio Bladel

David Campbell

Jessica Saint

3

Amazulu/Urban  
Karma Wear

DeMelas  
creations

scout

Studio 1935

Redshift Sports

Klip  
Collective

HOLLY SIMPLE  
STUDIO

Laos in the House

CAGE

2

The Craftship

Milder Office

Past Present  
Projects

The Chicken

Garces  
Foundation

David Guinn  
Desiree Guinn

Revival  
Letterpress

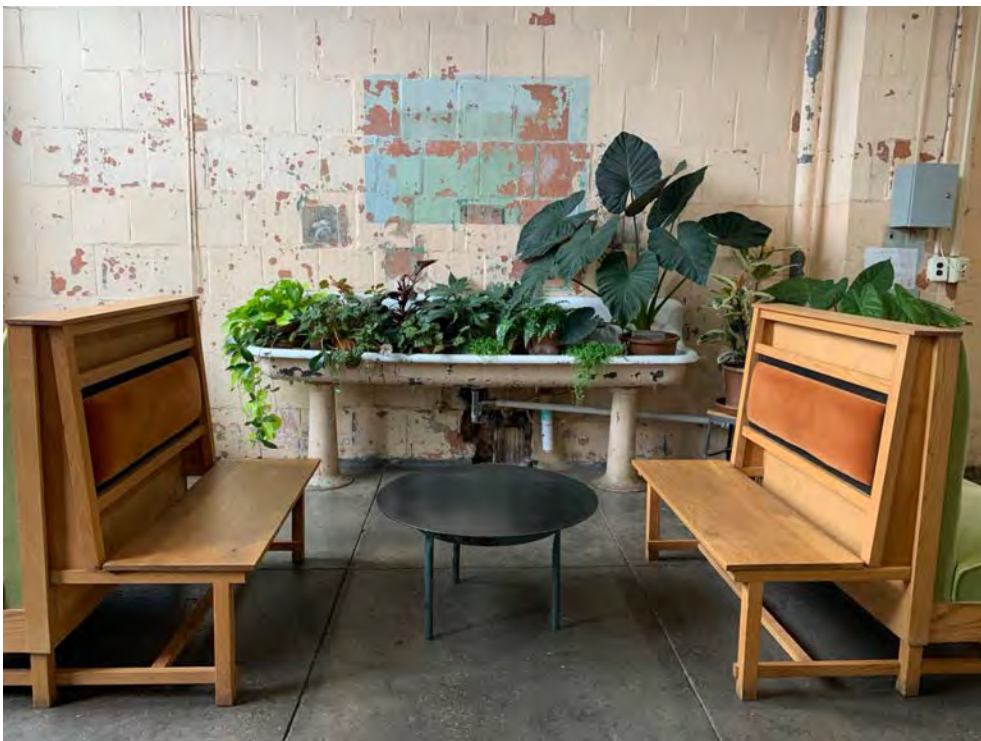
Sierra Montoya  
Barela

KG Stron

# BIKE SHOP

# TRANSPORT CYCLE








**‘...how successful places are produced – intricately, slowly, and lovingly, by individuals one piece at a time.’**



Witold Rybczynski, Lecturer and Researcher  
Charleston Fancy: Little Houses and Big Dreams

# Learn More



**BUILDING**  
**small**

A TOOLKIT  
FOR REAL ESTATE  
ENTREPRENEURS,  
CIVIC LEADERS,  
AND GREAT  
COMMUNITIES



**Urban Land Institute**

**JIM HEID**



**BUILDING**  
**small**

**BIG**  
**impact**  
**2025**

FROM **PASSION PROJECT**

TO **NATIONAL MOVEMENT**



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